

(NORWAY)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (15 MG AND ABOVE)	55.6	52.5	48.7	45.1	42.8	41.5
LIGHTS (8-14 MG)	34.7	38.2	41.7	45.6	48.1	49.5
SUPERLIGHTS (0-7 MG)	9.7	9.3	9.6	9.3	9.1	9.0
MARKET SEGMENTATION %						
FILTER	92.6	93.4	94.0	94.6	95.5	95.9
NON-FILTER	7.4	6.6	6.0	5.4	4.5	4.1
PACK TYPE SEGMENTATION %						
BOX	89.1	90.3	90.5	91.1	92.2	92.4
SOFT	10.6	9.5	9.4	8.8	7.7	7.6
OTHERS	0.3	0.2	0.1	0.1	0.1	0.0
PACK COUNT SEGMENTATION %						
10'S PACK	15.6	15.1	15.7	15.2	15.9	17.0
18'S PACK	0.0	0.0	0.0	0.1	0.2	0.2
20'S PACK	84.4	84.9	84.3	84.7	83.9	82.8
50'S PACK	---	---	0.0	0.0	0.0	0.0
LENGTH SEGMENTATION %						
67-75 MM	3.6	2.9	2.6	2.2	1.9	1.7
76-82 MM	3.1	2.8	2.1	2.1	1.6	1.5
83-85 MM	93.2	94.3	95.4	95.7	96.4	96.7
86 AND ABOVE	0.1	0.0	0.0	0.0	0.0	0.0
MENTHOL SEGMENTATION %						
MENTHOL	7.3	7.0	5.7	4.9	4.4	4.0
NON-MENTHOL	92.7	93.0	94.3	95.1	95.6	96.0

204588901

(NORWAY)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2
E) COUPONS	N.A.	2	2	2	2
F) POINT OF SALE	2	2	2	2	2
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	2	2	2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	PROHIBITED	PROHIBITED	PROHIBITED	N.A.	N.A.

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	PROHIBITED	PROHIBITED	PROHIBITED	N.A.	N.A.

2045358902

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: OMAN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.1	1.1	1.1	1.2	1.2	1.3
PER CAPITA CONSUMPTION	834	793	750	787	720	N.A.
COMPANY SHARES %						
1)B.A.T.	45.1	43.5	43.6	43.3	41.0	39.4
2)ROTHMANS	38.4	37.1	35.3	33.8	32.4	31.4
3)PHILIP MORRIS	7.1	8.7	10.2	12.2	14.8	16.8
4)R.J. REYNOLDS	1.1	2.4	3.2	3.4	4.5	7.6
5)GALLAHER	2.2	2.6	2.6	2.2	2.3	1.6
6)BROWN & WILLIAMSON	1.0	1.0	1.0	0.8	0.7	0.6
OTHERS	5.1	4.8	4.2	4.3	4.3	2.6

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1)ROTHMANS	ROTHMANS	26.7	22.7	20.9	19.8	18.8	17.9
2)MARLBORO	PHILIP MORRIS	6.5	7.9	9.7	11.7	13.8	15.1
3)PLAYERS GOLD LEAF	B.A.T.	21.7	18.7	17.0	16.1	14.7	13.4
4)CAPSTAN	B.A.T.	5.5	6.2	7.3	8.8	10.9	10.7
5)STATE EXPRESS	B.A.T.	8.6	8.6	8.7	8.4	7.1	6.2
6)DUNHILL	ROTHMANS	8.0	7.4	7.1	6.6	6.4	6.1
7)CRAVEN A	ROTHMANS	2.3	5.5	6.0	6.1	6.2	5.8
8)WILLS GOLD FLAKE	B.A.T.	--	1.4	3.8	4.3	3.5	3.5
9)MONTE CARLO	R.J. REYNOLDS	--	--	--	--	0.5	2.8
10)BENSON & HEDGES	B.A.T.	3.3	3.4	3.3	3.0	2.7	2.6

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR (10-12 MG)	95.7	93.3	91.7	91.0	88.1	87.6
LIGHTS (6-9 MG)	3.3	5.3	6.9	7.8	10.5	11.4
SUPERLIGHTS (<6 MG)	1.1	1.4	1.4	1.2	1.3	1.0

2045358903

PHILIP MORRIS INTERNATIONAL FACT BOOK

(OMAN)

	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
ABOVE PREMIUM	0.6	0.7	0.7	0.7	0.8	0.6
PREMIUM	40.5	39.1	38.9	38.6	39.3	38.0
BELOW PREMIUM	12.5	10.8	10.7	9.8	8.3	6.9
MEDIUM	28.1	25.8	23.8	22.6	21.1	19.4
LOW	5.9	7.0	12.6	13.9	14.4	11.4
CHEAP	12.5	16.6	13.3	14.4	16.1	23.7

TOBACCO TYPE SEGMENTATION %

VIRGINIA	89.9	88.2	85.5	83.7	80.4	78.3
AMERICAN	9.2	11.7	13.8	15.4	18.7	21.3
OTHERS	1.0	0.1	0.7	0.9	0.9	0.4

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	N.A.
F) POINT OF SALE	*3	*3	1	**3	**3
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES YES YES YES YES

B) CARTONS

NO NO NO NO NO

C) ADVERTISING

YES YES YES YES YES

SPECIFIC T&N NUMBERS ON:

A) PACKS

YES YES YES YES YES

B) CARTONS

NO NO NO NO NO

C) ADVERTISING

NO NO NO NO NO

*No advertising for tobacco in front of outlet.

**Indoor only.

2045358904

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: POLAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	96.0	95.3	86.0	97.5	94.7	92.5
PER CAPITA CONSUMPTION	2,549	2,517	2,272	2,558	2,477	N.A.

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2
B) RADIO	2	2	2
C) NEWSPAPERS	1	1	1
D) MAGAZINES	1	1	1
E) COUPONS	1	1	1
F) POINT OF SALE	1	1	1
G) BILLBOARDS	1	1	1
H) CINEMA	1	1	1
I) SAMPLING	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

2045358905

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: QATAR

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.6	0.6	0.6	0.6	0.7	0.6
PER CAPITA CONSUMPTION	1,697	1,321	1,278	1,296	1,728	N.A.
COMPANY SHARES %						
1)ROTHMANS	44.1	44.0	45.5	42.3	43.1	41.1
2)PHILIP MORRIS	16.9	19.6	20.2	22.7	24.1	27.3
3)B.A.T.	27.2	25.2	21.4	21.9	21.7	21.0
4)R.J. REYNOLDS	2.3	1.7	4.1	5.2	4.0	4.3
5)GALLAHER	3.7	3.0	3.0	2.5	2.3	2.0
6)BROWN & WILLIAMSON	2.9	2.9	2.8	2.1	1.9	1.5
OTHERS	2.9	3.6	3.0	3.3	2.9	2.8

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER					
1)MARLBORO	PHILIP MORRIS	16.3	18.6	18.9	18.5	18.6
2)ROTHMANS	ROTHMANS	27.3	25.9	23.2	17.7	17.4
3)JUBILEE	ROTHMANS	5.6	8.0	13.3	17.2	19.2
4)PLAYERS GOLD LEAF	B.A.T.	11.9	11.1	6.9	6.5	8.5
5)I&M	PHILIP MORRIS	0.3	0.5	0.8	3.7	5.0
6)CRAVEN A	ROTHMANS	2.1	2.6	2.2	1.7	1.7
7)WILLS GOLD FLAKE	B.A.T.	---	---	4.2	7.6	6.5
8)DUNHILL	ROTHMANS	7.3	6.5	6.1	4.8	4.1
9)STATE EXPRESS 55	B.A.T.	8.1	7.3	5.3	3.7	3.3
10)BENSON & HEDGES	B.A.T.	3.6	3.2	2.8	2.6	2.2

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR	89.5	88.5	87.0	84.9	83.7	82.1
LIGHTS	8.2	9.1	10.2	12.5	13.8	15.3
SUPERLIGHTS	2.3	2.4	2.8	2.7	2.6	2.7

2045358906

PHILIP MORRIS INTERNATIONAL FACT BOOK

(QATAR)

	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
ABOVE PREMIUM	2.2	1.4	1.2	1.0	0.9	0.7
PREMIUM	58.6	57.4	56.3	48.4	46.1	44.7
BELOW PREMIUM	14.0	12.5	8.3	5.8	5.2	4.3
MEDIUM	14.1	14.7	9.5	1.3	7.2	9.8
LOW	1.9	2.1	2.3	10.9	12.1	12.1
CHEAP	9.1	11.9	22.4	32.6	28.4	28.3

TOBACCO TYPE SEGMENTATION %

VIRGINIA	74.4	72.0	71.5	68.0	68.0	64.9
AMERICAN	22.7	24.5	26.6	30.2	30.4	33.6
OTHERS	2.9	3.5	1.9	1.8	1.6	1.5

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		1	1	1	1	1
D) MAGAZINES		1	1	1	1	1
E) COUPONS		1	1	1	1	N.A.
F) POINT OF SALE		*3	*3	3	3	3
G) BILLBOARDS		2	2	2	2	2
H) CINEMA		2	2	2	2	2
I) SAMPLING		**3	**3	3	***3	***3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

*No advertising in front of outlet.

**Tobacco sampling prohibited in public premises.

***For major events - municipality approval required.

2045358902

PHILIP MORRIS INTERNATIONAL FACT BOOK

(QATAR)

	1987	1988	1989	1990	1991	1992
SPECIFIC T&N NUMBERS ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

2045358908

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: REUNION

	1987	1988	1989	1990	1991	1992
TOTAL MARKET (BILLIONS)	0.9	1.0	1.0	0.9	0.9	0.9
POPULATION TOTAL (MILLIONS)	1,254	1,229	1,184	1,050	1,055	N.A.

COMPANY SHARES %

1)BAT	47.6	50.3	52.3	51.7	51.6	50.1
2)SEITA	30.0	26.7	23.4	22.4	20.2	18.3
3)PHILIP MORRIS	8.2	9.4	10.7	12.6	14.6	16.6
4)ROTHMANS	13.0	12.1	12.1	11.7	11.6	12.8
OTHERS	1.2	1.5	1.5	1.6	2.0	2.2

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER					
1)GLADSTONE	B.A.T.	38.2	39.9	41.9	41.4	37.8
2)MARLBORO	PHILIP MORRIS	6.6	7.5	8.3	10.5	14.0
3)BENSON & HEDGES	B.A.T.	8.5	9.4	9.4	9.5	11.6
4)GAULOISES	SEITA	16.7	13.9	12.8	12.5	10.3
5)P. STUYVESANT	ROTHMANS	5.6	5.5	6.1	6.0	6.5
6)ROYALE	SEITA	3.6	3.4	4.9	4.5	3.7
7)CRAVEN A	ROTHMANS	5.3	4.2	3.9	3.6	3.0
8)BASTOS	SEITA	5.6	4.8	4.2	3.7	2.8
9)PHILIP MORRIS	PHILIP MORRIS	1.7	1.9	2.2	1.9	2.3
10)DUNHILL	ROTHMANS	1.5	1.6	1.5	1.6	1.6

PRICE SEGMENTATION %

ABOVE PREMIUM	0.3	0.3	0.3	0.3	0.2	0.3
PREMIUM	19.5	22.0	23.0	25.3	33.9	42.1
HIGH	54.9	55.2	58.8	57.4	50.6	42.5
LOW	25.3	22.4	18.0	17.0	15.2	15.1

PHILIP MORRIS INTERNATIONAL FACT BOOK

(REUNION)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		3	3	3	3	2
D) MAGAZINES		3	3	3	3	2
E) COUPONS		2	2	2	2	2
F) POINT OF SALE		1	1	3	3	2
G) BILLBOARDS		2	2	2	2	2
H) CINEMA		2	2	2	2	2
I) SAMPLING		2	2	3	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2045358910

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ROMANIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	35.0	34.5	34.3	32.0	32.0	32.0
POPULATION IN MILLIONS	22.94	23.05	23.15	23.21	23.19	N.A.
PER CAPITA CONSUMPTION	1,526	1,497	1,482	1,379	1,380	N.A.

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1
B) RADIO	1	1	1
C) NEWSPAPERS	1	1	1
D) MAGAZINES	1	1	1
E) COUPONS	1	1	1
F) POINT OF SALE	1	1	1
G) BILLBOARDS	1	1	1
H) CINEMA	1	1	1
I) SAMPLING	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

116889102

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SAUDI ARABIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	12.7	13.1	13.7	14.5	14.7	15.4
PER CAPITA CONSUMPTION	935	940	950	975	1,000	910

COMPANY SHARES %

1) PHILIP MORRIS	39.7	38.9	38.3	41.0	44.8	46.6
2) B.A.T.	8.3	7.7	10.1	11.9	12.8	15.4
3) R.J. REYNOLDS	11.8	18.5	19.2	17.4	14.0	10.9
4) ROTHMANS	20.5	15.1	13.0	11.3	10.2	10.3
5) ST. PAUL'S	4.3	4.0	3.9	4.1	3.3	4.4
6) GALLAHER	2.1	1.8	1.6	1.9	2.6	3.4
7) BROWN & WILLIAMSON	4.7	5.5	5.2	3.8	3.3	2.8
8) EASTERN TOBACCO	2.2	2.1	2.4	1.9	2.4	1.6
OTHERS	6.4	6.4	6.2	6.8	6.6	4.6

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER					
1) MARLBORO	PHILIP MORRIS	33.3	31.1	30.7	32.4	36.0
2) PLAYERS GOLD LEAF	B.A.T.	3.9	4.1	6.3	7.8	8.9
3) L&M	PHILIP MORRIS	0.8	0.8	1.2	2.8	5.2
4) GOLD COAST	R.J. REYNOLDS	9.8	17.0	17.6	15.6	11.9
5) ROTHMANS	ROTHMANS	14.5	10.4	8.9	7.7	6.3
6) LONDON	ST. PAUL'S/ROTHMANS	4.3	4.0	3.9	4.1	3.3
7) CARLTON	GALLAHER	0.9	1.0	0.9	1.3	1.7
8) HOPE	OTHERS	0.6	0.5	0.8	2.5	3.9
9) CLEOPATRA	EASTERN TOBACCO	2.2	2.1	2.4	1.9	2.4
10) VISA	PHILIP MORRIS	3.0	5.3	5.0	4.5	2.3

2045358912

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SAUDI ARABIA)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (10-12 MG)	85.4	82.5	80.7	79.3	78.0	77.5
LIGHTS (6-10 MG)	10.5	12.7	14.6	16.0	16.7	16.9
SUPERLIGHTS (0-5 MG)	4.1	4.8	4.7	4.7	5.3	5.6
TOBACCO TYPE SEGMENTATION %						
AMERICAN	38.2	31.8	32.0	30.6	27.9	30.9
VIRGINIA	59.5	66.1	65.5	67.4	69.7	66.9
OTHERS	2.3	2.1	2.4	2.0	2.4	2.2
PRICE SEGMENTATION %						
ABOVE PREMIUM (4.50 AND ABOVE)	3.1	2.3	2.0	1.8	0.8	0.6
PREMIUM (4.00)	58.5	50.6	48.4	47.7	51.7	49.8
BELOW PREMIUM (3.50)	6.2	7.1	5.9	5.2	2.7	2.3
MEDIUM (3.00)	5.4	1.7	0.6	0.5	0.3	0.3
LOW (2.50)	8.1	11.6	13.5	24.3	34.7	35.6
CHEAP (1.50-2.00)	18.7	26.7	29.6	20.4	9.8	11.4

2045358913

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SAUDI ARABIA)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		2	2	*2	*2	*2
D) MAGAZINES		*2	*2	2	*2	*2
E) COUPONS		2	2	2	2	N.A.
F) POINT OF SALE		2	**2	2	2	2
G) BILLBOARDS		2	2	2	2	2
H) CINEMA		2	2	2	2	2
I) SAMPLING		2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		N.A.	N.A.	N.A.	N.A.	N.A.
SPECIFIC T&N NUMBERS ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	N/A

*Allowed in imported press and Saudi Publications based outside S.A. with Pan-Arab circulation.

**Some companies use branded/unbranded P.O.S.

2045358914

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SENEGAL

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,020	1,890	1,819	1,815	1,724	1,641
PER CAPITA CONSUMPTION	314	266	255	248	229	N.A.
COMPANY SHARES %						
1) MTOA	34.0	28.3	36.4	53.3	47.6	38.8
2) ROTHMANS INTERNATIONAL	9.5	8.8	9.6	16.7	21.7	23.3
3) PHILIP MORRIS	28.6	29.3	29.0	20.0	20.9	23.2
4) SEITA	2.9	2.8	3.9	7.9	8.9	14.0
5) B.A.T.	10.3	18.6	14.3	1.8	0.9	0.7
6) R.J. REYNOLDS	13.6	11.9	6.4	0.2	--	--
OTHERS	1.1	0.3	0.4	0.0	--	--

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) VIKING	MTOA	---	2.5	8.3	30.5	32.0	27.0
2) MARLBORO	PHILIP MORRIS (LIC.)	20.9	21.1	18.0	19.7	20.7	23.1
3) DUNHILL	ROTHMANS	4.3	3.1	5.7	12.3	17.1	18.9
4) GAULOISES	SEITA	2.4	2.0	3.4	7.5	8.5	13.8
5) CAMELIA	MTOA	25.3	18.7	15.9	14.1	11.8	9.8
6) PETER STUYVESANT	ROTHMANS	4.7	4.6	3.1	3.7	3.4	3.1
7) ST. MORITZ	ROTHMANS	0.4	0.5	0.7	0.7	1.2	1.4
8) JOB	MTOA	5.8	5.0	4.1	2.2	1.4	1.1
9) NELSON	MTOA	---	---	6.7	5.6	2.3	0.9
10) BENSON & HEDGES	B.A.T.	5.7	5.4	3.8	1.3	0.7	0.6

204588915

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SENEGAL)

	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
AMERICAN	47.7	54.6	52.9	26.3	23.4	24.2
VIRGINIA	17.5	18.5	22.8	49.4	54.4	50.9
LOCAL	34.5	26.6	22.5	18.3	15.2	12.7
OTHERS	0.4	0.3	1.7	6.0	7.0	12.2

PRICE SEGMENTATION %

ABOVE PREMIUM	2.2	2.2	1.5	2.5	2.2	2.3
PREMIUM	31.1	30.3	28.7	32.8	38.0	42.0
HIGH	7.5	5.7	4.2	4.0	3.7	3.2
MEDIUM HIGH	25.6	36.0	40.5	44.4	42.9	41.7
MEDIUM LOW	3.5	3.0	6.4	2.2	1.4	1.1
LOW	30.1	22.8	18.7	14.2	11.8	9.8

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION		2	2	2	2	*3
B) RADIO		1	1	*3	*3	*3
C) NEWSPAPERS		1	1	*3	*3	*3
D) MAGAZINES		1	1	*3	*3	*3
E) COUPONS		N.A.	1	*3	*3	*3
F) POINT OF SALE		1	1	*3	*3	*3
G) BILLBOARDS		1	1	*3	*3	*3
H) CINEMA		1	1	*3	*3	*3
I) SAMPLING		2	1	*3	*3	*3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*Restricted by industry voluntary agreement (Code of Conduct).

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EEMA 53

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SENEGAL)

	1987	1988	1989	1990	1991	1992
SPECIFIC T&N NUMBERS ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

2045358917

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWEDEN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.1	11.2	10.9	10.6	10.5	11.0
PER CAPITA CONSUMPTION	1,322	1,326	1,289	1,239	1,219	N.A.
COMPANY SHARES %						
1)S.T.A.	60.6	60.1	59.8	60.3	59.4	58.0
2)S.T.C.	27.4	27.7	27.0	25.9	26.2	26.7
3)PHILIP MORRIS	9.9	10.0	11.0	11.3	11.8	12.7
4)B.A.T./BROWN & WILLIAMSON	0.9	0.9	0.8	0.9	1.0	0.9
5)R.J. REYNOLDS	0.7	0.8	1.0	1.1	1.3	1.4
OTHERS	0.5	0.5	0.4	0.5	0.3	0.3

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1)BLEND	S.T.A.	35.8	36.5	37.4	38.2	37.9	37.7
2)PRINCE	S.T.A.	26.6	26.9	26.1	25.0	25.3	25.8
3)MARLBORO	PHILIP MORRIS	6.6	7.1	8.3	8.8	9.5	10.5
4)RIGHT	S.T.A.	6.7	7.1	7.3	8.0	8.5	8.7
5)JOHN SILVER	S.T.A.	6.7	6.4	5.8	5.5	5.2	4.9
6)COMMERCE	S.T.A.	5.9	5.2	4.8	4.2	3.8	3.3
7)BOND	PHILIP MORRIS	2.1	1.9	1.8	1.7	1.7	1.7
8)GLENN	S.T.A.	2.6	2.3	2.2	2.0	1.8	1.6
9)CAMEL	R.J. REYNOLDS	0.5	0.6	0.8	0.9	1.1	1.3
10)HOBSON	S.T.A.	1.3	1.2	1.1	1.0	0.9	0.8

20458918

(SWEDEN)

1987 1988 1989 1990 1991 1992

MARKET SEGMENTATION %

FILTER	94.0	94.4	94.9	95.5	95.9	96.3
NON-FILTER	6.0	5.6	5.1	4.5	4.1	3.7

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR	53.3	50.7	47.7	44.5	42.3	41.4
LIGHTS	32.6	34.7	36.9	38.3	38.5	38.5
SUPERLIGHTS	4.9	5.2	5.8	7.6	9.4	10.2
MENTHOL	9.2	9.4	9.6	9.6	9.7	9.8

PACK TYPE SEGMENTATION %

BOX	55.3	58.2	61.4	63.7	65.0	66.2
SOFT	44.7	41.8	38.6	36.3	35.0	33.8

PACK COUNT SEGMENTATION %

10'S PACK	1.3	1.0	1.4	1.5	1.5	1.5
20'S PACK	98.7	99.0	98.6	98.5	98.5	98.5

PRICE SEGMENTATION %

ABOVE PREMIUM	0.1	0.1	0.1	0.1	0.1	0.1
PREMIUM	39.6	37.4	36.1	34.3	33.8	34.1
BELOW PREMIUM	60.4	62.5	63.9	65.6	66.1	65.9

2045358919

(SWEDEN)	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
21 MG AND ABOVE	0.6	0.6	0.4	0.1	0.0	0.0
16-20 MG	19.4	17.9	16.2	14.7	13.8	13.0
11-15 MG	34.9	33.6	32.2	30.7	29.5	29.2
6-10 MG	38.6	41.1	43.3	44.8	44.9	44.8
1-5 MG	6.6	6.9	7.8	9.7	11.9	13.0
LENGTH SEGMENTATION %						
60-75 MM	11.2	10.1	9.2	8.4	7.7	6.9
76-82 MM	49.8	52.8	54.7	56.5	56.9	56.4
83-85 MM	38.1	36.0	33.9	32.7	32.3	32.1
86 AND ABOVE	0.9	1.0	2.2	2.4	3.1	4.6
MENTHOL SEGMENTATION %						
MENTHOL	9.2	9.4	9.6	9.6	9.7	9.8
NON-MENTHOL	90.8	90.6	90.4	90.4	90.3	90.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		N.A.	N.A.	N.A.	2	2
B) RADIO		N.A.	N.A.	N.A.	2	2
C) NEWSPAPERS		3	3	3	3	3
D) MAGAZINES		3	3	3	3	3
E) COUPONS		N.A.	3	3	2	2
F) POINT OF SALE		3	3	3	3	3
G) BILLBOARDS		2	2	3	2	2
H) CINEMA		2	2	3	2	2
I) SAMPLING		3	3	3	3	3

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(SWEDEN)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

C) ADVERTISING

YES

YES

YES

YES

YES

SPECIFIC T&N NUMERS ON:

A) PACKS

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

C) ADVERTISING

YES

YES

YES

YES

YES

2045358921

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWITZERLAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	15.9	15.9	16.0	15.9	16.1	16.9
PER CAPITA CONSUMPTION	2,426	2,406	2,401	2,313	2,330	N.A.
COMPANY SHARES %						
1) PHILIP MORRIS	38.0	38.4	39.7	41.7	42.9	45.4
2) B.A.T.	19.3	19.2	18.5	18.8	19.5	18.7
3) BURRUS	22.4	21.3	20.6	18.8	17.3	16.4
4) R.J. REYNOLDS	8.0	9.0	9.6	9.6	9.7	9.2
5) ROTHMANS	5.4	5.5	5.2	5.1	5.0	5.0
6) RINSOZ & ORMOND	5.3	4.9	4.7	4.4	4.1	3.7
7) REEMTSMA	1.6	1.5	1.5	1.4	1.4	1.5
OTHERS	0.2	0.2	0.2	0.2	0.1	0.1

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	17.8	18.5	19.9	21.4	22.3	24.1
2) MURATTI	PHILIP MORRIS	9.7	9.4	9.1	9.0	9.0	8.7
3) PARISIENNE	BURRUS	10.1	9.8	9.4	8.8	8.3	8.1
4) SELECT	BURRUS	11.0	10.5	10.1	8.9	8.0	7.5
5) CAMEL	R.J. REYNOLDS	6.6	7.3	7.7	7.6	7.6	7.3
6) MARYLONG	B.A.T.	8.0	7.8	7.4	7.5	7.7	7.1
7) BARCLAY	B.A.T.	4.7	4.8	4.7	4.8	5.3	5.2
8) BRUNETTE	PHILIP MORRIS	6.3	6.0	5.5	5.4	5.3	4.8
9) PHILIP MORRIS	PHILIP MORRIS	1.5	2.0	2.7	3.2	3.6	4.1
10) MAROCAINE	B.A.T.	3.4	3.3	3.1	3.1	3.3	3.0

20458922

<u>(SWITZERLAND)</u>	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER	97.0	97.2	97.3	97.5	97.7	97.7
NON-FILTER	3.0	2.8	2.7	2.5	2.3	9.3
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (11 MG AND ABOVE)	47.2	45.8	44.6	43.9	42.6	41.4
LIGHTS (6-10 MG)	30.0	30.7	31.2	31.1	31.5	32.5
EXTRA LIGHTS (0-5 MG)	22.8	23.4	24.2	25.0	25.9	26.1
PACK TYPE SEGMENTATION %						
BOX	44.8	47.2	50.2	53.0	55.4	58.8
SOFT	52.9	50.6	47.8	45.0	47.8	39.5
OTHERS	2.3	2.2	2.0	1.9	1.8	1.7
TOBACCO TYPE SEGMENTATION %						
AMERICAN	37.3	39.7	42.4	44.9	46.7	49.4
EUROPEAN	14.1	13.9	28.2	28.5	27.0	26.3
MARYLAND	39.7	38.2	21.6	19.2	19.5	18.1
BLACK	5.8	5.4	5.0	4.6	4.2	3.6
VIRGINIA	2.9	2.8	2.7	2.6	2.5	2.5
OTHERS	0.2	0.0	0.1	0.2	0.1	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		1	1	3	3	*3
D) MAGAZINES		1	1	3	3	*3
E) COUPONS		2	2	2	2	1
F) POINT OF SALES		1	1	1	1	1
G) BILLBOARDS		3	3	3	3	**3
H) CINEMA		3	3	3	3	***3
I) SAMPLING		3	3	3	3	****3

*By industry agreement and by law (press aimed at youth).

**By industry agreement and by law (public land).

***By industry agreement and by law (public land).

****By industry agreement and by law (samples to minors).

(SWITZERLAND)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTING

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

2645358924

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TUNISIA

	1987	1988	1989	1990	1991	1992
TOTAL MARKET (BILLIONS)	7.4	7.4	7.6	8.3	8.7	9.2
PER CAPITA CONSUMPTION	1,012	949	957	1,019	1,035	N.A.

COMPANY SHARES %

1)MONOPOLY (R.N.T.A.)	96.7	96.8	96.8	96.3	96.7	96.8
2)PHILIP MORRIS	0.5	1.1	1.3	1.5	1.5	1.5
3)SEITA	1.0	1.5	1.5	1.5	1.3	1.3
4)R.J. REYNOLDS	0.1	0.3	0.2	0.3	0.2	0.2
OTHERS	1.7	0.3	0.2	0.4	0.3	0.2

COMPANY SHARES - INTERNATIONAL SEGMENT %

1)PHILIP MORRIS	31.5	37.8	43.3	44.9	48.4	46.1
2)SEITA	58.8	50.5	48.2	44.5	42.0	42.3
3)R.J. REYNOLDS	6.4	9.3	6.9	7.7	7.2	7.1
4)ROTHMANS	0.6	1.2	0.1	1.3	1.7	2.4
5)B.A.T./BROWN & WILLIAMSON	0.4	0.5	0.8	1.2	0.6	1.8
OTHERS	0.3	0.7	0.7	0.4	0.1	0.3

BRAND FAMILY SHARES - INTERNATIONAL SEGMENT %

BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	24.9	32.3	39.7	40.8	44.1	40.9
2)ROYALE	SEITA	54.4	48.8	44.0	41.6	40.0	40.3
3)CAMEL	R.J. REYNOLDS	3.9	4.1	3.5	4.4	4.6	4.5
4)LARK	PHILIP MORRIS	6.1	5.1	3.2	3.6	3.7	4.1
5)GAULOISES	SEITA	2.6	1.4	2.4	2.3	1.3	1.2
6)MERIT	PHILIP MORRIS	0.5	0.4	0.3	0.5	0.5	1.1
7)BENSON & HEDGES	B.A.T.	0.2	0.1	0.3	0.8	0.5	1.1
8)WINSTON	R.J. REYNOLDS	0.6	3.8	1.9	1.9	1.3	1.1
9)MORE	R.J. REYNOLDS	1.2	1.3	1.2	1.1	1.2	1.0
10)PETER STUYVESANT	ROTHMANS	--	0.4	--	0.5	0.6	0.9

204588925

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TUNISIA)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	3	3	3	3	3
I) SAMPLING	3	3	3	3	3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	*YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*Health warning required on local brands only, no on imports.

2045358926

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TURKEY

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	71.8	68.8	74.5	76.7	76.6	78.9
PER CAPITA CONSUMPTION	1,400	1,320	1,420	1,367	1,318	N.A.

COMPANY SHARES %

1) TEKEL	85.0	85.7	84.0	79.4	84.4	86.6
2) PHILIP MORRIS	13.3	12.3	13.7	17.7	13.2	11.2
3) R.J. REYNOLDS	0.8	1.1	1.2	1.5	1.1	0.8
4) ROTHMANS	0.2	0.2	0.2	0.4	0.7	0.8
5) RINSOZ & ORMOND	0.4	0.5	0.5	0.5	0.3	0.2
6) B.A.T.	0.3	0.3	0.4	0.5	0.3	0.2
OTHERS	---	---	--	---	0.1	0.2

BRAND FAMILY SHARES %

BRAND NAME

1)MALTEPE	54.1	56.2	53.1	46.8	46.7	41.8
2)TEKEL 2000	---	---	2.1	5.8	10.4	18.4
3)SAMSUN	18.3	19.3	19.5	19.4	19.5	17.6
4)MARLBORO	12.3	10.1	10.8	14.6	11.2	9.4
5)BIRINCI	6.5	5.4	5.0	4.1	4.6	5.5
6)PARLIAMENT	1.1	2.2	2.8	3.1	2.1	1.8
7)BAFRA	2.1	2.0	1.5	1.1	1.1	1.4
8)CAMEL	0.5	0.8	1.0	1.3	0.9	0.7
9)YENI YARMAN	---	---	---	---	0.1	0.6
10)BITLIS	1.6	1.3	1.2	0.9	0.7	0.5

MARKET SEGMENTATION %

FILTER	91.8	93.1	93.6	94.9	94.3	93.4
NON-FILTER	8.2	6.9	6.4	5.1	5.7	6.6

20458989702

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

	1987	1988	1989	1990	1991	1992
COMPANY SHARES OF IMPORTED SEGMENT %						
1) PHILIP MORRIS	88.6	85.8	86.0	86.7	87.5	88.7
2) R.J. REYNOLDS	5.2	7.5	7.3	7.2	7.0	6.2
3) ROTHMANS	1.2	1.4	1.1	1.0	1.2	1.9
4) B.A.T.	1.8	1.8	2.3	2.3	2.0	1.8
5) RINSOZ & ORMOND	2.9	3.3	3.0	2.2	1.9	1.2
OTHERS	--	0.1	0.4	0.6	0.3	0.3
BRAND FAMILY SHARES OF IMPORTED SEGMENT %						
1) MARLBORO	81.6	70.6	68.2	71.7	73.8	74.7
2) PARLIAMENT	7.0	15.2	17.8	15.0	13.7	14.0
3) CAMEL	3.1	5.8	6.1	6.4	6.1	5.2
4) PETER STUYVESANT	--	--	--	--	0.4	1.1
5) SALEM	0.8	0.7	0.8	0.8	0.9	0.9
6) SAMSUN	2.5	3.2	2.9	2.1	1.4	0.9
7) BARCLAY	--	0.1	0.7	0.8	0.8	0.8
8) HB	0.4	0.5	0.7	0.7	0.6	0.5
9) KENT	0.9	0.8	0.7	0.7	0.5	0.3
10) ROTHMANS	0.8	0.8	0.6	0.6	0.4	0.3

2045358928

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

	1987	1988	1989	1990	1991	1992
COMPANY SHARES - INTERNATIONAL SEGMENT %						
1) PHILIP MORRIS	91.4	88.8	88.0	87.5	86.3	84.9
2) ROTHMANS	1.3	1.5	1.8	2.3	4.5	7.2
3) R.J. REYNOLDS	5.4	7.7	7.4	7.3	6.9	5.9
4) B.A.T.	1.9	1.9	2.4	2.3	2.0	1.7
OTHERS	--	0.1	0.4	0.6	0.3	0.3
BRAND FAMILY SHARES - INTERNATIONAL SEGMENT %						
1) MARLBORO	84.2	73.0	69.8	72.4	72.7	71.5
2) PARLIAMENT	7.2	15.7	18.3	15.2	13.5	13.4
3) CAMEL	3.2	6.0	6.3	6.5	6.0	5.0
4) KANSAS	--	--	--	--	0.2	3.4
5) BEST INTERNATIONAL	--	--	0.7	1.3	3.1	2.1
6) PETER STUYVESANT	--	--	--	--	0.4	1.0
7) SALEM	0.8	0.8	0.8	0.8	0.8	0.9
8) BARCLAY	--	0.1	0.8	0.8	0.8	0.8
9) HB	0.5	0.6	0.7	0.7	0.6	0.5
10) KENT	0.9	0.8	0.7	0.7	0.5	0.3

2045358929

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		1	1	1	1	1
D) MAGAZINES		1	1	1	1	1
E) COUPONS		*1	*1	1	1	*1
F) POINT OF SALE		1	1	1	1	1
G) BILLBOARDS		1	1	1	1	1
H) CINEMA		1	1	1	1	1
I) SAMPLING		1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
		YES	YES	YES	YES	YES
B) CARTONS						
		NO	NO	NO	NO	NO
C) ADVERTISING						
		NO	NO	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
		NO	NO	NO	NO	NO
B) CARTONS						
		NO	NO	NO	NO	NO
C) ADVERTISING						
		NO	NO	NO	NO	NO

*Contests, promotions but no price discount.

2045358930

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: UNITED ARAB EMIRATES

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.2	2.3	2.6	2.9	2.8	2.8
PER CAPITA CONSUMPTION	1,560	1,600	1,721	1,710	1,555	N.A.

COMPANY SHARES %

1) PHILIP MORRIS	19.2	19.3	19.4	22.0	26.1	26.9
2) B.A.T.	34.9	29.5	29.4	29.2	27.4	26.9
3) R.J. REYNOLDS	4.8	14.3	20.0	22.1	20.4	20.3
4) ROTHMANS	30.4	26.7	20.3	16.7	16.2	15.5
5) BROWN & WILLIAMSON	3.9	4.7	4.9	4.1	3.7	3.1
6) GALLAHER	3.0	2.3	1.9	1.7	1.7	1.8
OTHERS	3.8	3.2	4.1	4.2	4.5	5.5

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	18.3	18.3	17.7	18.1	21.2	22.0
2) DORCHESTER	R.J. REYNOLDS	0.3	4.3	8.2	11.4	13.4	14.7
3) WILLS GOLD FLAKE	B.A.T.	---	2.0	9.9	12.6	11.4	11.4
4) ROTHMANS	ROTHMANS	17.8	14.8	11.1	8.9	8.4	7.9
5) DUNHILL	ROTHMANS	9.0	8.3	6.7	5.4	5.6	5.6
6) PLAYERS GOLD LEAF	B.A.T.	12.0	9.3	6.3	5.2	5.4	4.7
7) L&M	PHILIP MORRIS	0.1	0.2	1.0	3.3	4.2	3.9
8) CAPSTAN	B.A.T.	4.4	5.0	4.2	3.9	3.3	3.5
9) BENSON & HEDGES	B.A.T.	5.6	4.4	3.6	3.5	3.3	3.3
10) STATE EXPRESS 555	B.A.T.	6.1	4.7	3.6	3.1	3.2	3.1

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(UNITED ARAB EMIRATES - DOMESTIC)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (10-12 MG)	85.8	81.9	80.1	79.4	79.2	76.8
LIGHTS (6-10 MG)	12.4	15.9	17.8	18.6	18.8	21.2
SUPERLIGHTS (0-6 MG)	1.8	2.2	2.1	2.0	2.0	2.1
TOBACCO TYPE SEGMENTATION %						
VIRGINIA	69.4	63.6	62.1	61.8	62.0	60.6
AMERICAN	27.8	34.2	36.5	37.8	37.6	39.3
OTHERS	2.8	2.2	1.4	0.4	0.4	0.1

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION		2	2	2	2	2
B) RADIO		2	2	2	2	2
C) NEWSPAPERS		1	1	1	1	1
D) MAGAZINES		1	1	1	1	1
E) COUPONS		1	1	1	1	N.A.
F) POINT OF SALE		1	1	1	1	1
G) BILLBOARDS		3	3	3	3	3
H) CINEMA		3	3	1	1	1
I) SAMPLING		1	1	1	*1	*1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*For major events, municipality approval is required.

204589382

JAPAN

2045358933

2045358934

III. JAPAN

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: JAPAN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	307.6	306.7	312.8	320.3	326.0	329.0
OF WHICH LOCAL MANUFACTURE:	281.7	271.2	268.4	270.1	272.5	273.1
IMPORTED TOTAL	25.9	35.5	44.4	50.3	53.5	55.9
IMPORT SEGMENT SHARE %	8.4	11.6	14.2	15.7	16.4	17.0
INTERNATIONAL TOTAL	27.4	37.7	46.7	53.6	57.5	60.7
INTERNATIONAL SEGMENT SHARE %	8.9	12.3	14.9	16.7	17.6	18.4
POPULATION TOTAL (MILLIONS)	122.3	122.8	123.3	123.6	124.0	124.4
PER CAPITA CONSUMPTION	2,515	2,498	2,537	2,591	2,629	2,645
SMOKER INCIDENCE						
% OF TOTAL POPULATION	36.7	36.3	36.1	36.7	36.9	36.1
% OF FEMALE POPULATION	13.4	13.1	12.7	14.3	14.2	13.3
% OF MALE POPULATION	61.6	61.2	61.1	60.5	61.2	60.4
COMPANY SHARES						
1) JAPAN TOBACCO	91.1	87.7	85.1	83.3	82.4	81.6
2) PHILIP MORRIS (INCL. MARLBORO)	5.7	7.5	9.1	10.7	11.3	11.7
3) B.A.T.	2.0	2.8	3.2	3.3	3.7	3.9
4) R.J. REYNOLDS	0.8	1.3	1.8	1.9	2.0	2.0
5) ROTHMANS	0.1	0.2	0.3	0.3	0.4	0.4
6) AMERICAN TOBACCO	0.2	0.3	0.4	0.2	0.2	0.2
OTHERS	0.1	0.2	0.1	0.3	0.0	0.1

2045358935

(JAPAN)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) MILD SEVEN	JT	JT	43.2	41.1	40.6	39.5	38.8	38.3
2) CASTER	JT	JT	7.7	8.0	8.6	8.7	9.8	10.8
3) SEVEN STARS	JT	JT	10.6	9.5	9.0	9.6	9.9	9.4
4) CABIN	JT	JT	6.9	6.2	6.7	6.7	6.9	7.0
5) LARK	PMI	PMI	3.1	3.8	4.4	5.1	5.1	5.1
6) HILITE	JT	JT	5.0	5.9	5.0	4.4	3.9	3.6
7) PEACE	JT	JT	3.9	3.6	3.4	3.3	3.1	3.1
8) HOPE	JT	JT	3.4	3.1	3.0	2.8	2.6	2.7
9) KENT	BAT	BAT	1.4	1.6	1.8	2.0	2.2	2.3
10) PARLIAMENT	PMI	PMI	0.7	0.9	1.1	1.4	1.7	1.8
11) PHILIP MORRIS	PMI	PMI	1.3	1.3	1.2	1.3	1.4	1.4
12) MARLBORO	PMI	JT	1.5	0.7	0.7	1.0	1.2	1.4
13) ECHO	JT	JT	2.7	2.4	2.0	1.8	1.5	1.3
TOTAL TOP THIRTEEN			90.4	88.0	87.5	87.6	88.1	88.4
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			96.9	96.6	96.3	96.1	95.8	95.6
FILTER MENTHOL			2.1	2.5	2.9	3.2	3.5	3.8
NON-FILTER			1.0	0.9	0.8	0.7	0.7	0.6
CHARCOAL FILTER			78.2	80.4	81.4	83.1	84.0	84.4
PRICE SEGMENTATION %								
PREMIUM (Y280 & over)			1.4	1.6	1.7	2.0	2.3	2.3
HIGH (Y221-279)			17.1	17.1	19.6	22.3	26.1	30.4
MEDIUM (Y220)			71.5	69.6	68.5	67.2	64.6	60.8
LOW (BELOW 220)			10.1	11.7	10.1	8.6	7.0	0.2
TAR & NICOTINE SEGMENTATION %								
ULTRA LOW (BELOW 6.1)			0.5	1.8	5.0	10.7	14.9	19.0
LOW (6.1-11)			35.1	36.0	35.9	37.0	37.3	36.4
MEDIUM (11.1 - 16)			49.8	49.4	47.3	33.5	36.2	37.0
HIGH/FULL FLAVOR (16.1 & OVER)			14.6	12.8	11.7	18.8	11.6	7.5

2045358936

(JAPAN)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLEND: AMERICAN/DOMESTIC	100	100	100	100	100	100
LENGTH SEGMENTATION %						
70 MM AND SHORTER	7.5	6.7	6.0	5.5	5.0	4.7
80 MM to 85 MM	90.4	90.8	90.9	91.1	90.7	90.4
100MM (90/95/100/120)	2.2	2.5	3.0	3.5	4.3	4.9
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK (10'S)	3.8	3.5	3.3	3.1	2.9	2.9
20 CIGTS/PACK (20'S)	95.7	96.1	96.3	96.6	96.8	96.8
OVER 30 CIGTS/PACK (50'S)	0.4	0.4	0.4	0.4	0.3	0.3
PACK TYPE SEGMENTATION %						
SOFT PACK	94.6	94.0	86.3	78.9	72.6	69.0
FLIP TOP BOX	1.4	2.3	10.3	17.9	24.5	28.0
PRINCESS PACK	0.04	0.04	0.1	0.1	0.1	0.4
OTHERS	3.9	3.6	3.4	3.1	2.9	2.9

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- 1)YES
- 2)BANNED
- 3)RESTRICTED

A)TELEVISION	3 (time and GRP limits)
B)RADIO	3 (GRP limits)
C)NEWSPAPERS	1 (maximum at 1/3 Page)
D)MAGAZINES	1 (not for female magazines)
E)COUPONS	2
F)POINT OF SALE	1
G)BILLBOARDS	1
H)CINEMA	1
I)SAMPLING	1

2045358937

(JAPAN)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
NO	NO	NO	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	YES	YES	YES
NO	NO	NO	NO	NO	NO
NO	NO	NO	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

2045358938

(JAPAN)	1987	1988	1989	1990	1991	1992
<u>IMPORTED BRANDS SHARE OF IMPORT SEGMENT</u>						
<u>MANUFACTURERS</u>						
PHILIP MORRIS	62.0	58.5	59.0	61.9	61.3	60.6
B.A.T.	23.9	24.4	22.5	21.3	22.6	23.0
R.J. REYNOLDS	9.1	11.6	12.8	12.2	12.0	11.9
OTHER	5.0	5.5	5.6	4.6	4.1	4.4
<u>BRANDS</u>						
LARK	36.9	33.1	31.2	32.3	31.4	29.8
KENT	16.9	14.2	13.0	12.6	13.6	13.8
PARLIAMENT	7.9	7.5	7.9	9.2	10.2	11.1
P.M.	14.9	11.6	8.8	8.2	8.5	8.3
LUCKY STRIKE	5.1	5.2	6.1	6.1	6.5	6.6
SALEM	4.3	4.7	4.9	4.9	5.5	6.1
MERIT	-	-	4.7	5.4	5.3	5.7
VIRGINIA SLIMS	2.1	2.0	2.6	3.3	4.1	4.7
CAMEL	1.4	1.5	2.0	2.0	2.2	2.3
VANTAGE	-	-	2.8	2.8	2.3	1.8
DUNHILL	0.5	0.3	0.3	0.3	0.5	1.1
L&M	-	4.2	3.7	3.3	1.8	0.9
OTHERS	10.5	16.0	12.4	9.7	8.8	8.8

2045358939

(JAPAN)

1987 1988 1989 1990 1991 1992

INTERNATIONAL BRANDS SHARE OF INT'L SEGMENT
MANUFACTURERS

PHILIP MORRIS	64.0	61.0	61.0	64.2	64.0	63.7
B.A.T.	22.6	22.9	21.4	20.0	21.0	21.2
R.J. REYNOLDS	8.6	10.9	12.2	11.4	11.2	11.0
OTHER	4.8	5.2	5.4	4.6	3.8	4.1

BRANDS

LARK	34.9	31.1	29.6	30.3	29.2	27.5
KENT	16.0	13.3	12.3	11.9	12.6	12.7
PARLIAMENT	7.4	7.1	7.5	8.7	9.5	10.3
MARLBORO	5.4	6.0	5.0	6.2	7.0	7.9
P.M.	14.1	10.9	8.4	7.7	7.9	7.6
LUCKY STRIKE	4.9	4.9	5.8	5.7	6.1	6.1
SALEM	4.1	4.4	4.6	4.6	5.1	5.7
MERIT	-	-	4.5	5.0	4.9	5.3
VIRGINIA SLIMS	1.9	1.9	2.4	3.1	3.8	4.3
VANTAGE	-	-	2.6	2.7	2.1	2.1
CAMEL	1.3	1.4	1.9	1.9	2.0	1.6
OTHERS	9.9	19.0	15.3	12.2	9.8	8.9

2045358940

ASIA/
PACIFIC

2045358941

IV. ASIA/PACIFIC

AUSTRALIA

CHINA

FIJI

GUAM

HONG KONG

INDIA

INDONESIA

KOREA

MALAYSIA

PAKISTAN

PHILIPPINES

SINGAPORE

TAIWAN

THAILAND

2045358942

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: AUSTRALIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	33.6	34.5	33.7	34.6	34.2	33.2
OF WHICH LOCAL MANUFACTURE:	33.1	34.0	33.2	34.1	34.1	33.1
OTHERS	0.5	0.5	0.5	0.5	0.1	0.1
POPULATION TOTAL (MILLIONS)	16.0	16.5	16.8	17.0	17.4	17.5
PER CAPITA CONSUMPTION	2,110	2,091	2,007	2,035	1,967	1,894
SMOKER INCIDENCE (ESTIMATED)						
% OF TOTAL POPULATION	28.9	28.0	27.8	26.9	26.0	25.3
% OF FEMALE POPULATION	27.8	27.1	26.8	26.0	25.5	24.1
% OF MALE POPULATION	30.0	29.0	28.8	27.8	26.6	26.5
COMPANY SHARES % *						
1) PHILIP MORRIS LIMITED	32.4	32.6	33.1	36.7	36.8	35.9
2) ROTHMANS	36.9	35.7	35.6	34.9	36.2	32.1
3) AMATIL (B.A.T.)	29.7	30.8	30.6	27.7	26.6	32.0
4) R.J. REYNOLDS	1.0	0.9	0.7	0.6	0.3	0.0

*SOURCE: Nielsen Retail Index

204558942

ASIA 1

PHILIP MORRIS INTERNATIONAL FACT BOOK

AUSTRALIA

		1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES % *							
BRAND NAME	MANUFACTURER						
1) WINFIELD	ROTHMANS	23.2	22.4	21.7	20.5	18.0	15.8
2) LONGBEACH	P.M.L.	---	---	---	8.9	13.2	15.2
3) PETER JACKSON	P.M.L.	18.3	18.3	18.0	16.1	14.3	13.6
4) HORIZON	B.A.T.	---	---	---	---	6.4	11.2
5) BENSON & HEDGES	B.A.T.	11.8	12.6	12.3	11.4	10.3	8.5
6) HOLIDAY	ROTHMANS	---	---	---	---	6.4	7.1
7) STRADBROKE	B.A.T.	---	3.2	7.4	7.5	6.6	5.3
8) DUNHILL	ROTHMANS	3.8	3.9	3.9	3.8	3.6	3.4
9) ALPINE	P.M.L.	4.6	4.6	4.4	3.8	3.5	3.3
10) ESCORT	B.A.T.	4.2	3.8	3.2	3.0	2.3	2.7
11) SPECIAL MILD	ROTHMANS	1.5	2.9	4.0	3.9	3.0	1.6
12) MARLBORO	P.M.L.	3.3	2.8	2.4	2.1	1.9	1.6
13) WILLS	B.A.T.	3.4	2.8	2.2	1.8	1.4	1.0
14) RANSOM	ROTHMANS	1.8	1.3	0.8	0.6	0.5	1.0
15) PETER STUYVESANT	ROTHMANS	2.3	1.8	1.6	1.4	1.2	0.9
16) FORTUNE	P.M.L.	---	1.5	2.9	2.2	1.4	0.7
17) SUPERLIGHTS	P.M.L.	2.0	2.4	2.1	1.5	1.0	0.6
18) CRAVEN A	B.A.T.	1.5	1.3	0.9	0.8	0.7	0.6
19) BRANDON	ROTHMANS	---	---	---	1.8	1.3	0.4
20) JOHN PLAYER/PLAYERS	B.A.T.	1.5	1.1	0.9	0.6	0.7	0.4
21) CAMBRIDGE	ROTHMANS	1.8	1.3	1.0	0.8	0.6	0.4
22) COMMODORE	B.A.T.	2.1	1.4	1.0	0.6	0.4	0.2
23) OTHER		12.9	10.6	9.3	6.9	5.0	4.5
MARKET SEGMENTATION %							
FILTER (NON MENTHOL)		85.7	87.5	88.2	88.8	89.6	90.0
FILTER MENTHOL		13.5	11.7	11.5	11.0	10.4	10.0
NON-FILTER		0.8	0.5	0.3	0.2	---	---
PRICE SEGMENTATION %							
HIGH/PREMIUM (20's/25's)		62.8	59.7	55.1	50.4	45.2	40.2
MEDIUM (30's)		34.5	32.5	28.0	24.0	19.8	15.6
LOW (35's/40's,50's)		2.7	7.8	16.9	25.6	35.1	44.2
TOBACCO TYPE SEGMENTATION %							
BLEND: AMERICAN		10.0	9.3	7.2	7.0	5.7	4.3
VIRGINIA		90.0	90.7	92.8	93.0	94.3	95.7

*SOURCE: Nielsen Retail Index

PHILIP MORRIS INTERNATIONAL FACT BOOK

AUSTRALIA

	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.2	---	---	0.3	---	---
71 MM TO 79 MM	2.8	4.1	1.8	1.7	1.1	0.7
80 MM TO 85 MM	96.1	95.5	98.1	97.8	98.9	99.3
86 MM TO 94 MM	0.8	0.4	0.1	0.2	---	---
OVER 100 MM	0.1	---	---	---	---	---
PACK COUNT SEGMENTATION %						
15 CIGTS/PACK	1.5	0.9	0.1	0.0	0.0	0.0
20 CIGTS/PACK	13.0	10.9	9.0	7.4	6.2	4.8
25 CIGTS/PACK	48.3	47.9	46.0	43.0	38.9	35.4
30 CIGTS/PACK	34.5	32.5	28.0	24.0	19.8	15.6
35 CIGTS/PACK	2.7	7.7	14.9	14.1	11.6	8.3
40 CIGTS/PACK	---	0.1	2.0	11.0	14.4	17.7
50 CIGTS/PACK	---	---	---	0.5	9.1	18.2
PACK TYPE SEGMENTATION %						
SOFT PACK	1.0	0.6	0.6	0.4	0.6	0.5
FLIP TOP BOX	98.2	99.0	99.0	99.4	99.4	99.5
PRINCESS PACK	0.8	0.4	0.4	0.2	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	2	2	2
D) MAGAZINES	3	3	3	2	2	2
E) COUPONS	3	3	3	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	2	2	2
I) SAMPLING	3	3	3	3	3	3

*SOURCE: Nielsen Retail Index

20458945

ASIA 3

PHILIP MORRIS INTERNATIONAL FACT BOOK

AUSTRALIA

	1987	1988	1989	1990	1991	1992
HEALTH WARNIG & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
A) PACKS						
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS						
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)						
PIPE TOBACCO (THOUSAND KILOS)	68.8	62.2	57.3	57.2	55.8	52.8
ROLL YOUR OWN (THOUSAND KILOS)	205.0	---	---	---	---	---
	1200.0	---	---	---	---	---

2045358946

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHINA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1,337.3	1,372.5	1,583.7	1,698.0	1,519.0	1,610.0
OF WHICH LOCAL MANUFACTURE:	1,320.0	1,353.4	1,575.1	1,690.3	1,509.0	1,597.0
IMPORTED FROM 1) HONG KONG	10.4	10.5	4.1	4.1	4.8	6.0
2) U.K. VIA HONG KONG	1.6	1.6	0.9	0.8	1.2	1.9
3) U.S. VIA HONG KONG	4.7	6.1	3.0	2.3	3.6	4.7
4) OTHERS VIA HONG KONG	0.6	1.0	0.6	0.5	0.4	0.4
POPULATION TOTAL (MILLIONS)	1,073.0	1,084.0	1,097.0	1,110.0	1,160.0	1,180.0
PER CAPITA CONSUMPTION	1,246.4	1,266.2	1,443.7	1,529.7	1,309.0	1,377.0
SMOKER INCIDENCE (ESTIMATED)						
% OF TOTAL POPULATION	34.6	34.7	34.7	34.7	34.7	34.7
% OF FEMALE POPULATION	7.0	7.0	7.1	7.1	7.1	7.1
% OF MALE POPULATION	61.1	61.2	61.3	61.4	61.5	61.5
COMPANY SHARES %						
1) CHINA NATIONAL TOB. CORP. (LOCAL MANUFACTURER)	98.7	98.6	99.5	99.5	99.4	99.2
2) OTHERS	1.3	1.4	0.5	0.5	0.6	0.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
COMPANY SHARES OF IMPORTED & CONTRACT SEGMENT %						
1) NANYANG	20.8	20.2	18.3	41.7	39.5	38.0
2) B.A.T.	35.3	33.3	34.7	25.4	27.4	27.3
3) PHILIP MORRIS	19.2	24.1	29.0	20.3	23.9	26.5
4) R.J. REYNOLDS	2.0	1.7	1.9	4.2	3.2	4.4
5) ROTHMANS	1.2	1.2	0.4	1.7	1.1	1.4
6) H.K.T.C.	19.2	17.5	13.9	4.8	3.3	1.3
7) GALLAHER	0.7	0.4	0.1	0.0	0.0	0.0
OTHERS	1.6	1.8	1.8	1.9	1.6	1.1

(CHINA)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) LOCAL BRANDS	CHINA NAT. TOB. CORP.		98.7	98.6	99.5	99.5	99.4	99.2
IMPORTED BRAND FAMILY SHARES %								
1) DBLE HAPPINESS	NANYANG	NANYANG	20.8	20.2	18.3	41.7	34.5	38.0
2) MARLBORO	PHILIP MORRIS	PHILIP MORRIS	16.9	19.7	22.1	19.7	23.3	26.1
3) STATE EXPRESS	B&W	B&W	7.5	6.9	10.3	10.4	11.9	14.0
4) KENT	B&W	B&W	7.9	9.2	9.1	7.6	7.2	6.2
5) RUBY QUEEN	B.A.T.	B.A.T.	---	---	---	0.6	3.0	4.1
6) HILTON	B.A.T.	B.A.T.	18.3	15.9	14.1	4.4	3.3	1.7
7) WINSTON	R.J. REYNOLDS	R.J. REYNOLDS	1.5	1.3	1.2	0.8	0.7	1.3
8) VICEROY	B&W	B&W	0.7	0.7	0.9	0.6	0.6	0.9
9) GOOD COMPANION	H.K.T.C.	H.K.T.C.	19.2	17.5	13.9	4.8	2.8	0.8
10) AM. CLB.NO. 1	B.A.T.	B.A.T.	0.6	0.5	0.2	1.6	1.1	0.3
11) MONTEREY	PHILIP MORRIS	PHILIP MORRIS	2.1	3.4	6.1	0.1	0.0	0.0
OTHERS			4.5	4.9	3.9	7.7	6.6	6.6
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			34.8	37.6	41.5	42.0	50.0	65.8
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER			65.1	62.3	58.4	57.9	49.9	34.1
PRICE SEGMENTATION %								
PREMIUM			0.4	0.4	0.2	0.2	0.2	0.2
HIGH			0.7	0.7	0.2	0.1	0.1	0.1
MEDIUM			19.3	19.4	19.7	20.0	21.3	24.0
LOW			52.0	52.1	52.4	52.3	51.1	49.7
ECONOMY			27.6	27.4	27.4	27.4	27.3	26.0
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			100	100	100	100	100	100
TOBACCO TYPE SEGMENTATION %								
VIRGINIA			96.3	94.6	93.7	92.8	93.5	90.0

(CHINA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	47.5	47.4	47.3	47.1	45.8	43.5
71 MM TO 79 MM	35.9	35.7	35.6	35.5	35.4	35.4
80 MM TO 85 MM	16.4	16.7	16.9	17.2	18.6	20.9
100MM AND ABOVE	0.2	0.2	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	9.0	9.0	8.8	8.5	8.0	7.8
20 CIGTS/PACK	91.0	91.0	91.2	91.5	92.0	92.2
PACK TYPE SEGMENTATION %						
SOFT PACK	93.0	93.0	93.0	93.0	92.8	92.5
FLIP TOP BOX	7.0	7.0	7.0	7.0	7.2	7.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	2	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	YES
C) ADVERTISING	NO	NO	NO	NO	*	*
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Depends on types of media & location

ASIA 7

2045358949

(CHINA)

1987 1988 1989 1990 1991 1992

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	YES
C) ADVERTISING	NO	NO	NO	NO	NO	*

RETAIL PRICE (US\$/PACK)

TOTAL MARKET	0.75	0.94	0.78**	0.78	0.80	0.74
LOCAL BRANDS	0.66	0.81	0.64**	0.64	0.66	0.61
IMPORTED BRANDS	0.84	1.07	0.92**	0.92	0.93	0.86
LEADING LOCAL BRANDS	0.91	1.12	0.88**	0.88	0.90	0.84
LEADING IMPORTED BRANDS	1.10	1.30	1.15**	1.15	1.17	1.09

*Depends on types of media & location.

**Price drop due to RMB devaluation.

2045358950

ASIA 8

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FIJI

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	.500	.560	.500	.530	.500	.500
COMPANY SHARES %						
1) B.A.T.	55.0	56.0	54.0	52.2	53.0	53.0
2) CARRERAS ROTHMANS	44.8	43.8	45.3	47.0	46.2	46.2
3) PHILIP MORRIS	0.2	0.2	0.7	0.8	0.8	0.8
BRAND FAMILY SHARES %						
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1) B&H K.S.	B.A.T.	B.A.T.	46.0	44.0	41.0	40.0
2) ROTHMANS PALL MALL	ROTHMANS	ROTHMANS	30.0	32.0	28.0	30.0
3) ROTHMANS K.S.	ROTHMANS	ROTHMANS	11.0	10.0	10.0	10.0
4) OTHERS			13.0	14.0	21.0	20.0
MARKET SEGMENTATION %						
FILTER MENTHOL	99.0	99.0	99.0	99.0	99.0	99.0
NON-FILTER	1.0	1.0	1.0	1.0	1.0	1.0
PRICE SEGMENTATION %						
POPULAR	60.0	65.0	70.0	70.0	70.0	70.0
PREMIUM	40.0	35.0	30.0	30.0	30.0	30.0
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	75.0	70.0	70.0	70.0	70.0	70.0
10 CIGTS/PACK	25.0	30.0	30.0	30.0	30.0	30.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) CINEMA	2	2	2	2	2	2

ASIA 9

2045358951

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GUAM

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	585.0	689.0	711.0	744.0	780.0	785.0
POPULATION TOTAL (MILLIONS)	0.270	0.280	0.285	0.317	0.325	0.352
BRAND FAMILY SHARES %						
1) BENSON & HEDGES	31.2	33.5	33.4	32.7	33.1	32.5
2) MARLBORO	15.0	16.7	17.4	19.5	21.3	23.6
3) VIRGINIA SLIMS	8.6	8.7	8.5	8.8	8.9	9.2
4) LARK	1.7	2.0	1.9	2.0	1.9	1.7
OTHERS	43.5	39.1	38.8	37.0	35.0	33.0
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	35.0	35.0	35.0	35.0	35.0	36.0
FILTER MENTHOL	65.0	65.0	65.0	65.0	65.0	64.0

2045358952

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: HONG KONG DOMESTIC

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.22	6.87	7.15	6.99	5.10	4.98
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	3.35	3.01	2.94	3.10	2.09	1.94
IMPORTED FROM 1) UNITED STATES	3.70	3.65	4.01	3.67	2.84	2.87
2) UNITED KINGDOM	0.13	0.14	0.14	0.15	0.12	0.11
3) PEOPLES REPUBLIC OF CHINA	---	0.02	0.03	0.03	0.02	0.02
4) OTHERS	0.04	0.05	0.03	0.04	0.03	0.04
POPULATION TOTAL (MILLIONS)	5.61	5.70	5.75	5.80	5.90	5.90
PER CAPITA CONSUMPTION	1,287	1,205	1,243	1,205	864	844
SMOKER INCIDENCE						
% OF TOTAL POPULATION	16.0	16.8	19.7	18.5	16.5	17.8
% OF FEMALE POPULATION	3.0	2.9	4.7	3.8	4.3	4.3
% OF MALE POPULATION	29.0	30.0	32.4	32.8	28.3	30.9
COMPANY SHARES %						
1) PHILIP MORRIS (PM)	36.0	36.8	37.6	39.0	43.0	45.6
2) B.A.T. (INCL. B&W)	35.5	35.4	34.5	33.1	30.4	27.5
3) R.J. REYNOLDS (RJR)	13.5	14.4	15.7	16.4	17.1	18.5
4) HONG KONG TOBACCO CO. (HKTC)	8.1	6.8	6.1	5.4	4.4	3.2
5) NANYANG BROTHERS (NB)	4.8	4.2	3.9	3.7	2.6	2.6
OTHERS	2.1	2.4	2.2	2.4	2.5	2.6

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(HONG KONG DOMESTIC)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	PHILIP MORRIS	35.0	35.6	36.8	38.2	42.3	44.9
2) KENT	B&W	B&W	9.8	11.7	11.8	11.5	10.3	9.9
3) SALEM	R.J. REYNOLDS	R.J. REYNOLDS	2.1	3.4	5.3	6.7	7.8	9.5
4) HILTON	B.A.T.	B.A.T.	6.9	6.7	6.9	7.3	7.8	7.1
5) WINSTON	R.J. REYNOLDS	R.J. REYNOLDS	9.1	8.4	7.7	6.6	6.5	6.3
6) VICEROY	B&W	B&W	9.7	8.5	8.0	7.4	6.9	6.0
7) GOOD COMPANION	H.K.T.C.	H.K.T.C.	6.8	5.9	5.3	4.7	3.9	2.8
8) CAPSTAN	B.A.T.	B.A.T.	3.8	3.5	3.1	2.8	2.3	2.0
9) DOUBLE HAPPINESS	NB	NB	4.5	3.7	3.3	3.2	2.1	2.0
10) MARVELS	B.A.T.	B.A.T.	1.8	1.7	1.5	1.5	1.0	0.9
11) STATE EXP.555	B.A.T.	B.A.T.	1.7	1.7	1.8	1.4	0.8	0.7
OTHERS			8.8	9.2	8.5	8.7	8.3	7.9

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	93.5	91.7	90.3	88.9	87.9	86.0
FILTER MENTHOL	3.7	5.8	7.8	9.4	10.7	12.9
NON-FILTER	2.8	2.5	1.9	1.7	1.4	1.1

PRICE SEGMENTATION %

PREMIUM	51.1	56.1	59.3	63.9	67.3	71.0
HIGH	20.9	19.2	17.9	14.3	13.8	12.6
MEDIUM	3.1	1.4	1.4	1.0	0.6	0.5
LOW	24.9	23.2	21.4	20.9	18.3	15.9

TAR & NICOTINE SEGMENTATION %

LTN	8.0	3.2	11.5	14.8	17.5	20.6
HIGH/FULL FLAVOR	82.2	79.2	75.9	72.9	71.6	68.8
MILD	9.8	17.6	12.6	12.3	10.9	10.6

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	87.2	87.9	88.8	89.6	91.6	92.3
VIRGINIA	12.8	12.1	11.2	10.4	8.4	7.7

2045358954

ASIA 12

(HONG KONG DOMESTIC)

	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
71 MM TO 79 MM	2.7	2.5	1.9	1.7	1.4	1.1
80 MM to 85 MM	88.0	88.3	89.6	90.1	89.8	90.6
86 MM TO 94 MM	0.3	0.3	0.2	0.2	0.3	0.4
100MM	8.6	8.5	7.9	7.6	8.2	7.5
OVER 100 MM	0.4	0.4	0.4	0.4	0.4	0.4
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	0.4	0.3	0.2	0.2	1.2	1.5
20 CIGTS/PACK	99.5	99.6	99.8	99.8	98.8	98.5
25 CIGTS/PACK	0.1	0.1	---	---	---	---
PACK TYPE SEGMENTATION %						
SOFT PACK	92.1	87.9	80.8	74.0	65.1	55.8
FLIP TOP BOX	7.1	11.4	18.7	25.5	34.4	43.7
SLIDE AND SHELL	0.4	0.4	0.2	0.3	0.3	0.3
PRINCESS PACK	0.4	0.3	0.2	0.2	0.2	0.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION*	1	1	1	2	2	2
B) RADIO	1	1	1	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	2
I) SAMPLING	1	1	1	1	1	1

*No cigarette advertising between 4:30pm - 6:30pm.

2045358955

(HONG KONG DOMESTIC)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

YES

YES

YES

YES

YES

YES

C) ADVERTISING

YES

YES

YES

YES

YES

YES

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

YES

YES

YES

YES

YES

YES

C) ADVERTISING

YES

YES

YES

YES

YES

YES

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (THOUSAND KILOS)

19.6

N.A.

N.A.

N.A.

N.A.

N.A.

ROLL YOUR OWN (THOUSAND KILOS)

93.1

N.A.

N.A.

N.A.

N.A.

N.A.

2045358956

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: INDIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	75,756	81,048	84,300	84,400	83,630	78,400
LOCAL MANUFACTURE:	75,756	81,048	84,300	84,400	83,630	78,400
IMPORTED:	NIL	NIL	NIL	NIL	NIL	NIL
POPULATION TOTAL (MILLIONS)	775	797	815	827	844	860
PER CAPITA CONSUMPTION	98	102	103	102	99	91
SMOKER INCIDENCE						
% OF TOTAL POPULATION	2.5	2.5	2.6	2.5	2.5	2.5
% OF MALE POPULATION	4.8	4.9	5.0	5.0	5.0	5.0
COMPANY SHARES %						
1) INDIA TOBACCO CO.	51.9	52.6	50.7	52.2	53.6	55.6
2) GODFREY PHILLIPS	12.7	15.3	16.2	17.4	18.5	17.5
3) VAZIR SULTAN TOBACCO CO.	16.1	14.5	16.6	17.3	17.3	17.4
4) GOLDEN TOBACCO CO.	16.0	14.2	13.7	11.2	9.9	9.2
5) NATIONAL TOBACCO	2.7	3.0	2.6	1.7	0.5	0.1
6) OTHERS	0.6	0.4	0.1	0.2	0.2	0.2

2045358957

(INDIA)			1987	1988	1989	1990	1991	1992
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)SCISSORS PL.	I.T.C.	I.T.C.	17.8	18.3	18.3	16.7	15.7	15.1
2)WILLS FILTER	I.T.C.	I.T.C.	6.3	10.1	11.7	11.4	10.8	11.9
3)BRISTOL FILTER	I.T.C.	I.T.C.	3.1	2.9	2.8	4.6	8.0	9.2
4)CHARMINAR PL.	V.S.T.	V.S.T.	8.8	8.5	9.6	9.2	8.6	7.5
5)CHARMS MINI KG	V.S.T.	V.S.T.	4.8	3.6	4.1	5.1	5.4	6.3
6)PANAMA PL	G.T.C.	G.T.C.	8.0	9.0	9.0	6.8	6.6	5.7
7)FOUR SQ. PREMIER	G.P.I	G.P.I	1.3	2.9	3.4	4.2	5.5	5.1
8)GOLD FLK PL.	I.T.C.	I.T.C.	1.8	2.5	1.3	2.5	4.1	3.5
9)GOLD FLAKE FT	I.T.C.	I.T.C.	6.8	5.8	3.5	3.0	2.9	3.4
10)GOLD FLAKE KING	I.T.C.	I.T.C.	1.1	2.3	2.5	2.9	3.0	3.2
11)CAV GOLD LEAF	G.P.I.	G.P.I.	3.2	3.9	4.2	3.8	3.3	2.7
12)BERKELEY FT	I.T.C.	I.T.C.	3.9	2.7	2.0	2.5	2.2	1.8
13)CAPSTAN PL.	I.T.C.	I.T.C.	1.6	2.1	2.2	1.8	1.1	1.1
14)FLAIR FT.	G.T.C.	G.C.T.	2.3	2.4	1.4	0.8	0.8	1.1
15)FOUR SQUARE KS	G.P.I.	G.P.I.	1.4	1.8	1.9	1.5	1.3	1.0
16)REGENT SPL. FT.	N.T.C.	N.T.C.	1.5	2.5	2.2	1.3	0.4	0.1
OTHERS			26.3	18.7	19.9	21.9	20.3	21.3
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			50.5	49.3	47.8	51.2	55.4	60.4
FILTER MENTHOL			---	0.1	0.2	0.2	0.2	0.2
NON-FILTER			49.5	50.6	52.0	48.6	44.4	39.4
PRICE SEGMENTATION % *								
PREMIUM(ABOVE RS 10.00 for 10's)			6.7	6.7	6.7	6.3	5.6	5.0
MEDIUM HIGH (RS 9.00 - RS.10.00)			13.2	10.1	11.8	11.4	10.8	11.9
MEDIUM (RS 5.25 - RS 7.00)			28.8	17.8	15.0	19.4	27.2	27.9
LOW (BELOW RS 3.75)			51.3	65.4	66.5	62.9	56.4	55.2
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			100	100	100	100	100	100

*The revised segmentation is based on 1992 avg. prices.

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(INDIA)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLEND: VIRGINIA (LOCAL TYPE)	100	100	100	100	100	100
LENGTH SEGMENTATION %						
70 MM AND SHORTER	77.7	77.4	78.2	79.3	80.8	79.6
71 MM TO 79 MM	13.2	16.0	15.2	14.4	13.6	15.4
80 MM to 85 MM	9.1	6.6	6.6	6.3	5.6	5.0
86 MM TO 94 MM	<0.1	-	-	-	-	-
100MM	<0.1	-	-	-	-	-
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	89.7	88.8	89.9	90.0	92.0	93.5
20 CIGTS/PACK	10.3	11.2	10.1	10.0	8.0	6.5
PACK TYPE SEGMENTATION %						
SOFT PACK	9.5	10.5	8.8	8.5	7.1	5.2
FLIP TOP BOX	0.8	0.7	1.3	1.5	1.4	2.0
SLIDE AND SHELL	89.7	88.8	89.9	90.0	91.5	93.8

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(INDIA)	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS:	1) YES					
	2) BANNED					
	3) RESTRICTED					
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	N.A.	10,000	10,600	N.A.	N.A.	N.A.
CHEWING TOBACCO (THOUSAND KILOS)	60,000	75,000	78,000	N.A.	N.A.	N.A.
SNUFF (THOUSAND KILOS)	4,500	6,600	7,000	N.A.	N.A.	N.A.
BIDI (BILLIONS)	760	810	850	890	935	1,000
OTHERS (THOUSAND KILOS)	N.A.	57,500	60,850	N.A.	N.A.	N.A.

20458960

NAME OF MARKET: INDONESIA TOTAL

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	120,200	134,800	147,171	155,626	150,774	152,700
POPULATION TOTAL (MILLIONS)	169.00	175.59	179.14	182.80	184.70	155.80
PER CAPITA CONSUMPTION	711	768	832	841	816	819
COMPANY SHARES %						
1) GUDANG GARAM (KRETEK)	30.7	29.3	27.1	35.2	38.9	39.0
2) OTHER KRETEK MANUFACTURERS	21.9	25.8	23.9	18.0	21.0	28.4
3) DJARUM (KRETEK)	22.1	24.3	27.1	13.0	19.0	14.3
4) BENTOEL (KRETEK)	9.6	7.3	11.0	10.4	8.2	6.3
5) B.A.T. (WHITE CIGTS)	4.7	4.2	3.0	2.4	3.9	3.9
6) S.T.T.C. (WHITE CIGTS)	4.1	3.8	4.0	3.0	2.9	3.1
7) OTHER WHITE CIGT. MANUFACTURERS	6.1	4.4	3.1	3.1	4.2	2.4
8) ROTHMANS (WHITE CIGTS)	0.8	0.9	0.8	1.2	1.9	1.3
9) PHILIP MORRIS (WHITE CIGTS)	0.2	0.3	0.4	0.7	1.2	1.3

BRAND FAMILY SHARES %

BRAND NAME						
1) GUDANG GARAM (RED FILTER)	9.8	5.9	6.1	12.2	15.7	17.8
2) GUDANG GARAM SURYA F 16	2.0	5.8	5.5	7.5	8.0	10.6
3) BENTOEL INTL BLUE F12	4.2	3.6	5.3	4.0	4.9	6.5
4) DJARUM SUPER F 12	12.1	14.7	15.7	12.2	8.9	5.1
5) DJARUM COKLAT	-	0.2	1.0	1.1	2.6	4.8
6) CRYSTAL 12	-	-	-	-	-	4.5
7) GUDANG GARAM SURYA F 12	4.0	3.6	4.2	4.7	4.6	4.1
8) GUDANG GARAM KS RED NF 12	2.1	2.3	2.4	2.7	0.9	3.7
9) CRYSTAL 16	-	-	-	-	-	3.7
10) DJARUM F SUPER 16	4.4	4.3	4.4	4.3	3.6	2.4
11) DJARUM SOE	4.7	1.9	1.2	0.7	0.3	2.4
12) COMMODORE LS	2.6	1.3	1.3	1.3	1.4	1.7
13) DJARUM 76 12	-	0.2	0.7	0.5	1.1	1.2
14) ARDATH SP KS FT	0.0	0.3	0.7	0.8	1.5	1.2
15) MARLBORO RED BOX	0.2	0.3	0.5	0.7	1.1	1.0
16) UNION FL	1.1	0.7	0.7	0.8	0.7	0.8
17) KANSAS PLAIN	0.7	0.6	0.5	0.4	0.5	0.5
18) GUDANG GARAM RED NF 10	5.0	4.6	4.2	4.6	1.5	-

ASIA 19

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: INDONESIA
WHITE CIGARETTE MARKET

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	19,000	17,900	16,000	16,551	19,554	18,348
COMPANY SHARES (SHARE OF MARKET %)						
1) B.A.T.	4.7	4.2	3.0	2.48	3.9	3.9
2) S.T.T.C	4.1	3.8	4.0	3.5	2.8	3.1
3) ROTHMANS	0.8	0.9	0.8	1.2	1.9	1.3
OTHERS	6.1	4.4	3.1	3.1	4.3	3.6
BRAND FAMILY SHARES %						
BRAND NAME						
1)COMMODORE LS	2.6	1.3	1.3	1.3	1.4	1.7
2)ARDATH SP KS	0.8	1.0	0.7	0.9	1.4	1.2
3)KANSAS	0.7	0.6	0.5	0.9	1.5	1.0
4)HERO	1.0	0.6	0.6	0.4	0.6	0.7
5)PANAMA FL	0.6	0.5	0.4	0.4	0.3	0.3
6)UNION FL	1.1	0.7	0.6	0.6	0.4	0.0
OTHERS	8.8	8.6	6.7	6.8	7.3	6.3
COMPANY SHARES (SHARE OF SEGMENT %)						
1) S.T.T.C.	26.1	28.6	37.0	32.7	22.3	26.0
2) B.A.T.	29.9	31.6	27.3	27.3	30.4	32.7
3) ROTHMANS	5.1	6.8	7.2	11.5	14.7	11.0
4) PHILIP MORRIS	1.5	2.1	3.8	6.7	9.5	10.0
OTHERS	37.4	31.0	24.8	21.8	23.1	20.3
BRAND FAMILY SHARES (SHARE OF SEGMENT %)						
BRAND NAME						
1)COMMODORE LS	16.6	9.8	11.9	11.9	10.6	14.6
2)UNION FL	7.0	5.3	5.7	5.5	*11.3	13.2
3)ARDATH SP KS	5.1	7.5	6.6	8.4	*11.0	10.0
4)MARLBORO	1.5	2.1	3.8	6.7	9.5	8.5
5)HERO	6.4	4.5	5.2	3.7	5.9	5.9
6)PANAMA FL	3.8	3.8	3.9	3.7	2.1	2.5
7)KANSAS	4.5	4.5	4.6	3.6	*11.9	0.5
OTHERS	55.2	62.6	58.4	51.3	38.5	36.7

*Brand Family

(INDONESIA - WHITE CIGARETTE MARKET)

	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	1.0	1.0	1.0	1.3	1.7	3.6
VIRGINIA	99.0	99.0	99.0	98.7	98.3	96.5
MODIFIED VIRGINIA	N/A	N/A	N/A	N/A	N/A	N/A
LENGTH SEGMENTATION %						
70 MM AND SHORTER	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
71 MM TO 79 MM	N.A.	N.A.	N.A.	N.A.	29.2	13.9
80 MM to 85 MM	N.A.	N.A.	N.A.	N.A.	49.8	81.1
100 MM	N.A.	N.A.	N.A.	N.A.	21.0	5.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	*1	*1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Except Kompas Indonesia's National Day.

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ASIA 21

(INDONESIA - WHITE CIGARETTE MARKET)

1987

1988

1989

1990

1991

1992

TAR BANDS PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS
KRETEK (MILLIONS)

101,200

116,900

131,171

137,209

131,220

131,466

2045358964

ASIA 22

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: KOREA*

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	82.1	87.3	91.7	95.9	98.9	101.9
OF WHICH LOCAL MANUFACTURE (DOMESTIC)	82.0	86.0	88.0	91.7	93.8	96.4
POPULATION TOTAL (MILLIONS)	41.6	42.0	42.4	42.8	43.2	43.7
PER CAPITA CONSUMPTION	1,974	2,079	2,163	2,241	2,289	2,331
SMOKER INCIDENCE						
% OF TOTAL POPULATION	24.0	25.0	23.3	35.0	33.0	33.0
% OF FEMALE POPULATION	6.6	7.0	4.6	4.0	3.0	3.0
% OF MALE POPULATION	41.3	43.0	43.8	64.0	63.0	61.0
COMPANY SHARES %						
1) KOREAN TOBACCO & GINSENG	99.8	98.5	95.9	95.6	94.9	94.6
2) PHILIP MORRIS	N.A.	N.A.	1.1	1.5	2.0	2.3
3) JAPAN TOBACCO	N.A.	N.A.	0.1	0.4	0.8	1.2
4) R.J. REYNOLDS	N.A.	N.A.	1.3	1.2	1.1	1.1
5) B.A.T.	N.A.	N.A.	0.9	0.7	0.7	0.5
OTHERS	0.2	1.5	0.7	0.6	0.5	0.3
COMPANY SHARES OF IMPORTED SEGMENT %						
1) PHILIP MORRIS	31.2	37.2	27.6	33.3	37.9	43.1
2) JAPAN TOBACCO	----	----	2.0	8.7	15.9	22.3
3) R.J. REYNOLDS	27.9	25.4	32.0	27.8	22.2	19.5
4) B.A.T.	31.5	36.5	22.6	13.9	11.4	9.3
OTHERS	9.4	0.9	15.8	16.8	12.6	5.8

*Does not include Duty Free Imports

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ASIA 23

(KOREA)		1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %							
	TRADEMARK OWNERSHIP						
1) 88 (EIGHTY-EIGHT)	KOREAN TOBACCO & GINSENG	---	66.6	58.1	62.5	63.3	59.5
2) HALLA	KOREAN TOBACCO & GINSENG	---	---	6.3	10.1	13.2	15.9
3) EXPO	KOREAN TOBACCO & GINSENG	---	---	---	---	1.5	4.6
4) MILD SEVEN	JAPAN TOBACCO	---	---	0.1	0.3	0.2	1.2
5) Y.S.L.	R.J. REYNOLDS	---	0.2	0.9	0.9	0.5	1.1
6) VIRGINIA SLIMS	PHILIP MORRIS	---	---	0.5	0.6	0.9	1.1
7) MARLBORO	PHILIP MORRIS	---	0.3	0.4	0.6	1.0	0.4
8) VANTAGE	R.J. REYNOLDS	---	---	---	---	0.3	0.4
9) OTHERS		---	32.9	33.8	25.0	18.5	15.8
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		97.7	99.2	99.3	99.2	99.0	98.9
FILTER MENTHOL		1.8	0.8	0.7	0.8	1.0	1.1
PRICE SEGMENTATION %							
PREMIUM (W1,000 AND ABOVE)		0.1	0.3	2.7	2.8	2.5	2.4
HIGH (W800-W900)		---	1.2	1.7	1.7	2.6	3.9
MEDIUM (W700)		---	---	7.2	23.2	32.5	37.2
REGULAR (W600)		37.3	62.8	70.1	61.6	50.5	48.1
LOW (BELOW W600)		62.6	35.7	18.3	10.7	11.9	8.4
TAR & NICOTINE SEGMENTATION %							
ULTRA LOW (BELOW 6 MG)		---	---	7.1	11.5	15.7	20.6
LOW ((6-10 MG)		10.0	70.6	62.7	70.0	72.9	71.1
MEDIUM (11-15 MG)		69.0	23.2	29.4	17.7	10.5	7.9
HIGH/FULL FLAVOR (16+ MG)		21.0	6.2	0.8	0.8	0.9	0.4
TOBACCO TYPE SEGMENTATION %							
BLOND: PSUEDO AMERICAN		100.0	99.7	99.7	99.8	99.9	99.9

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(KOREA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
85 MM	---	99.2	89.4	75.3	59.2	53.1
95 - 120 MM	---	0.8	10.6	24.7	40.8	46.9
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100	100	100	100	100	100
PACK TYPE SEGMENTATION %						
SOFT PACK	97.9	99.7	97.4	95.6	94.6	93.8
FLIP TOP BOX	2.1	0.3	2.6	4.4	5.4	6.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	--	--	--	2	2	2
B) RADIO	--	--	--	2	2	2
C) NEWSPAPERS	--	--	--	2	*3	*3
D) MAGAZINES	--	--	--	3	3	**3
E) COUPONS	--	--	--	3	*2	2
F) POINT OF SALE	--	--	--	1	*1	***3
G) BILLBOARDS	--	--	--	2	*2	2
H) CINEMA	--	--	--	2	*2	2
I) SAMPLING	--	--	--	3	*3	***3

*Event sponsorship only advertisements allowed.

**120 Magazine insertions per brand family per year.

***At point of purchase only.

2045358967

(KOREA)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS

YES
NO

YES
NO

YES
NO

YES
NO

YES
NO

YES
NO

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO
NO
NO

NO
NO
NO

NO
NO
NO

NO
NO
NO

NO
NO
NO

NO
NO
NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO
NO
NO

NO
NO
NO

NO
NO
NO

NO
NO
NO

NO
NO
NO

NO
NO
NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS
CIGAR(MILLIONS)

0.4

N.A.

N.A.

N.A.

N.A.

N.A.

2045358968

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALAYSIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	16.63	17.48	17.81	18.54	17.78	17.25
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%	100%
POPULATION TOTAL (MILLIONS)	16.5	16.9	17.4	17.9	18.2	18.6
PER CAPITA CONSUMPTION	1,007.9	1,034.3	1,023.6	1,035.7	976.9	927.4
SMOKER INCIDENCE						
% OF TOTAL POPULATION	15.7	14.2	14.2	15.8	N.A.	N.A.
% OF FEMALE POPULATION	1.0	1.8	0.7	0.6	N.A.	N.A.
% OF MALE POPULATION	27.4	27.8	27.8	31.5	N.A.	N.A.
COMPANY SHARES %						
1)ROTHMANS	42.3	45.2	49.4	52.7	54.7	53.6
2)MALAYSIAN TOBACCO COMPANY (MTC)	43.7	33.8	30.2	28.1	26.7	26.4
3)R.J. REYNOLDS	9.6	17.1	16.9	15.7	15.4	14.8
4)PHILIP MORRIS	4.0	3.4	3.4	3.5	3.2	5.1
OTHERS	0.4	0.5	0.1	---	---	0.1

2045358969

(MALAYSIA)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1)DUNHILL	ROTHMANS	R.P.M.	23.9	22.0	25.2	29.4	32.9	33.8
2)BENSON & HEDGES	B.A.T.	M.T.C.	22.4	14.8	12.9	12.2	11.4	10.9
3)SALEM	R.J. REYNOLDS	R.J. REYNOLDS	4.2	4.6	5.4	7.3	8.2	9.4
4)P. STUYVESANT	ROTHMANS	R.P.M.	3.3	3.2	4.0	4.6	5.1	5.7
5)MARLBORO	P. MORRIS	P. MORRIS	4.0	3.4	3.4	3.5	3.2	5.1
6)VIRGINIA GOLD	ROTHMANS	R.P.M.	5.9	6.0	4.3	4.3	3.8	3.3
7)LUCKY STRIKE	B.A.T.	M.T.C.	2.1	1.8	3.4	3.5	3.2	2.8
8)KENT	B.A.T.	M.T.C.	2.3	2.7	2.2	2.3	2.6	2.7
9)GOLD FLAKE	B.A.T.	M.T.C.	4.0	5.6	4.0	3.5	2.8	2.2
10)STATE EXPRESS 555	B.A.T.	M.T.C.	1.7	1.1	1.2	1.4	1.8	2.1
11)WHITE HORSE (YELLOW)	ROTHMANS	R.P.M.	5.6	4.4	3.3	2.3	1.5	1.1
12)PLAYERS GOLD LEAF	B.A.T.	M.T.C.	6.9	3.8	2.1	1.7	1.4	1.1
13)ROTHMANS	ROTHMANS	R.P.M.	1.9	1.2	1.1	1.0	1.0	1.0
14)WINSTON	R.J. REYNOLDS	R.J. REYNOLDS	1.3	0.9	0.6	0.5	0.5	0.5
15)DORAL	R.J. REYNOLDS	R.J. REYNOLDS	1.6	1.5	0.4	0.2	0.1	---
16)EMBASSY 88	B.A.T.	M.T.C.	1.7	0.4	---	---	---	---
OTHERS			7.2	22.6	26.5	22.3	20.5	18.3
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			89.8	87.0	85.6	84.7	84.5	83.4
FILTER MENTHOL			7.3	10.5	11.9	12.8	13.0	14.2
NON-FILTER			2.9	2.5	2.5	2.5	2.5	2.4
PRICE SEGMENTATION %								
PREMIUM (M\$2.50 & ABOVE)			15.2	14.5	14.5	16.7	17.0	*16.6
HIGH (M\$2.30-M\$2.40)			52.1	41.7	43.4	46.1	50.0	*58.5
MEDIUM (M\$1.60-M\$2.20)			4.0	1.2	3.1	3.5	3.7	---
LOW (UNDER M\$1.50)			28.7	42.6	39.0	32.7	30.0	*24.9
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			16.4	23.3	25.6	35.7	40.0	40.1
VIRGINIA			83.6	76.7	74.4	64.3	60.0	59.9

*New Pricing for 1992

(M\$2.80+)

(M\$2.30 - M\$2.70)

(M\$2.20 - BELOW)

ASIA 28

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(MALAYSIA)	1987	1988	1989	1990	1991	1992
<i>LENGTH SEGMENTATION %</i>						
66 MM TO 72 MM	2.5	2.2	2.2	2.2	2.1	2.0
74 MM TO 80 MM	---	---	---	---	---	---
82 MM TO 88 MM	91.7	88.1	85.4	86.8	88.5	89.5
90 MM AND OVER	5.8	9.7	12.4	11.0	9.4	8.5
<i>PACK COUNT SEGMENTATION %</i>						
UP TO 10 CIGTS/PACK	6.2	5.1	5.1	4.5	2.6	3.9
11 TO 15 CIGTS/PACK	11.6	8.5	8.2	8.9	9.0	8.7
20 CIGTS/PACK	82.2	86.4	86.1	86.0	86.4	83.9
50 CIGTS/PACK	---	---	0.6	0.6	2.0	3.5
<i>PACK TYPE SEGMENTATION %</i>						
SOFT PACK	21.6	28.3	29.4	28.6	29.2	28.6
FLIP TOP BOX	78.2	71.6	70.5	71.4	70.8	71.3
SLIDE AND SHELL	0.2	0.1	0.1	---	---	0.1
<i>CIGARETTE ADVERTISING MEDIA AVAILABILITY</i>						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	-	-	-	-	-	-
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

2045358971

(MALAYSIA)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

YES

YES

YES

YES

YES

YES

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

2045358972

ASIA 30

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PAKISTAN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	37,061	33,606	31,503	31,794	30,246	30,643
OF WHICH LOCAL MANUFACTURE: 100%						
POPULATION TOTAL (MILLIONS)	102.24	105.30	108.56	111.81	115.16	118.60
PER CAPITA CONSUMPTION	362	319	291	284	263	258
COMPANY SHARES %						
1) PAKISTAN TOBACCO CO. (B.A.T.)	48.5	53.5	56.3	56.2	57.3	51.9
2) LAKSON TOBACCO CO. (ROTHMANS)*	25.1	25.5	25.0	24.3	22.0	20.7
3) PREMIER TOBACCO INDUSTRIES, LTD. (P.M.I.)	16.2	13.3	13.7	13.6	13.2	16.3
4) SOUVENIR TOBACCO CO.	5.7	2.2	2.6	2.6	2.3	2.5
5) KHYBER TOBACCO CO.	3.3	3.9	0.2	0.1	0.2	0.7
OTHERS	1.2	1.6	2.2	3.2	4.8	7.9

* Lakson Tobacco includes Mogul shares.

2045358973

(PAKISTAN)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) EMBASSY FT.	B.A.T.	P.T.C.	23.6	28.9	29.4	26.5	24.7	21.7
2) GOLD FLAKE	B.A.T.	P.T.C.	5.3	7.0	9.1	10.6	13.2	13.8
3) R&W KSF HL	G.P.I.	P.T.I.	2.5	2.6	3.4	4.1	5.9	7.9
4) MORVEN GOLD	L.T.C.	L.T.C.	4.6	4.4	5.5	6.5	6.8	7.6
5) GOLD LEAF HL	B.A.T.	P.T.C.	5.4	6.2	7.2	6.7	7.1	7.3
6) ROYALS FILTER	L.T.C.	L.T.C.	7.0	7.9	5.4	6.6	6.0	5.5
7) WILLS KINGS	B.A.T.	P.T.C.	2.2	2.3	2.7	3.3	4.3	4.5
8) MARK - 7 FT	L.T.C.	L.T.C.	1.4	4.7	5.2	4.1	3.3	2.8
9) WILLS FT SS20s	B.A.T.	P.T.C.	3.9	3.1	2.9	2.8	2.6	2.6
10) CAPSTAN NC	B.A.T.	P.T.C.	2.9	2.6	2.7	2.6	2.4	2.4
11) K-2 KSF	P.T.I.	P.T.I.	2.9	2.0	2.0	2.1	1.9	1.8
12) WINNER FT	P.T.I.	P.T.I.	---	0.6	1.8	1.7	1.7	1.8
13) R&W CANDY	G.P.I.	P.T.I.	---	---	1.7	1.7	1.5	1.7
14) LORD	L.T.C.	L.T.C.	0.7	0.8	1.5	1.8	1.8	1.7
15) PRINCETON SC	L.T.C.	L.T.C.	2.2	1.8	1.8	1.6	1.5	1.5
16) PLAYERS NO.6	B.A.T.	P.T.C.	1.3	1.2	1.3	1.3	1.4	1.3
17) MELBURN	S.T.C.	S.T.C.	1.8	1.7	1.5	1.4	1.2	1.2
18) ROYALS PLAIN	L.T.C.	L.T.C.	2.8	2.2	1.3	0.9	0.6	0.6
19) K-2 SPECIAL	P.T.I.	P.T.I.	2.7	1.9	1.2	0.9	0.5	0.5
20) K-2 PLAIN	P.T.I.	P.T.I.	3.6	3.2	2.7	2.2	0.9	---
OTHERS			23.2	14.9	9.7	10.5	10.7	12.1
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			83.8	88.9	83.0	94.8	97.1	98.1
NON-FILTER			16.2	11.1	7.0	5.2	2.9	1.9
TOBACCO TYPE SEGMENTATION %								
BLEND: VIRGINIA			100	100	100	100	100	100

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(PAKISTAN)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
KING SIZE PLUS (83 MM AND MORE)	30.5	30.2	35.5	37.2	44.9	49.1
LONG SIZE (78 - 80 MM)	21.9	24.5	25.1	25.3	23.2	22.8
REGULAR SIZE (68 - 72 MM)	47.6	45.3	39.4	37.5	31.9	28.1
PACK COUNT SEGMENTATION %						
10 CIGTS/PACK	43.6	43.8	59.3	40.0	32.1	34.0
20 CIGTS/PACK	56.4	56.2	40.7	60.0	67.9	66.0
PACK TYPE SEGMENTATION %						
SOFT PACK	26.3	26.0	26.0	29.3	29.0	29.0
FLIP TOP BOX	30.1	30.2	33.3	33.4	37.5	41.3
SLIDE AND SHELL	43.6	43.8	40.7	37.3	33.5	29.8
PRINCESS PACK	<0.1	<0.1	<0.1	<0.1	<0.1	
PRICE SEGMENTATION %						
CAT A (PREMIUM)	5.5	6.3	7.3	6.8	7.1	7.4
CAT B (HIGH)	3.0	2.7	3.0	3.0	2.8	2.7
CAT C (MEDIUM HIGH)	17.0	18.6	28.0	32.2	37.1	43.7
CAT D (MEDIUM)	12.8	9.3	6.1	6.1	5.4	32.3
CAT E (LOW)	43.9	47.5	43.5	40.0	35.5	13.9
CAT F (ECONOMY)	17.8	15.6	12.1	11.8	12.1	--
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

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ASIA 33

(PAKISTAN)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

YES

YES

YES

YES

YES

YES

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

2045358976

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PHILIPPINES

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	62,317	66,096	67,647	67,991	65,669	63,324
POPULATION TOTAL (MILLIONS)	57.4	58.7	60.1	61.5	62.9	64.3
PER CAPITA CONSUMPTION	1,086	1,126	1,126	1,106	1,044	1,063
SMOKER INCIDENCE						
% OF TOTAL POPULATION	13.8	15.2	15.2	16.3	16.7	N/A
% OF FEMALE POPULATION	3.7	4.0	4.7	5.1	5.0	N/A
% OF MALE POPULATION	24.0	26.3	28.0	28.1	28.6	N/A

COMPANY SHARES %

1) FORTUNE TOBACCO	55.0	56.2	57.2	57.9	55.5	57.2
2) LA SUERTE/PMI	22.4	22.7	21.3	18.3	17.4	19.3
3) R.J. REYNOLDS	4.2	4.4	5.4	8.0	9.6	11.2
4) STERLING	3.2	2.7	2.9	2.9	5.5	3.7
OTHERS	15.2	14.0	13.2	12.9	12.0	8.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) CHAMPION	FORTUNE	FORTUNE	16.9	19.4	21.8	19.0	16.6	19.4
2) HOPE	FORTUNE	FORTUNE	12.1	13.1	14.8	17.8	20.2	18.0
3) MARLBORO	PHILIP MORRIS	LA SUERTE	12.2	13.0	12.0	9.9	9.8	10.9
4) WINSTON	R.J. REYNOLDS	FORTUNE	3.6	3.6	4.6	7.1	8.6	9.7
5) PM	PHILIP MORRIS	LA SUERTE	10.2	9.7	9.3	8.4	7.5	8.3
6) MORE	FORTUNE	FORTUNE	3.2	2.7	3.5	4.2	4.3	5.8
7) LIBERTY	FORTUNE	FORTUNE	NIL	0.4	1.1	1.9	2.6	3.1
8) EVERGREEN	FORTUNE	FORTUNE	10.7	7.7	5.0	4.8	2.9	2.5
9) STORK	STERLING	STERLING	0.1	0.5	1.0	1.1	3.4	2.4
10) MARK	FORTUNE	FORTUNE	2.1	2.2	2.4	1.9	2.5	2.3

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ASIA 35

(PHILIPPINES)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	20.8	20.8	21.6	23.8	26.0	29.0
FILTER MENTHOL	66.4	68.0	68.5	67.2	66.6	65.0
NON-FILTER	0.1	0.1	---	---	---	---
NATIVE	12.7	11.1	9.9	9.0	7.4	6.0
PRICE SEGMENTATION %						
PREMIUM	10.1	9.6	9.2	8.4	7.5	8.4
HIGH	25.6	27.5	29.4	33.0	36.1	35.8
MEDIUM	13.3	12.3	13.4	12.8	14.5	17.4
LOW	51.0	50.5	48.0	45.8	41.9	38.4
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	99.1	99.3	99.3	99.3	99.3	99.4
LOW TAR 14 MG LIGHTS	0.9	0.7	0.7	0.7	0.7	0.6
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	87.3	88.9	90.1	91.0	92.6	94.0
OTHER	12.7	11.1	9.9	9.0	7.4	6.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.4	0.2	0.2	0.1	NIL	NIL
80 MM TO 85 MM	35.8	38.6	41.7	41.2	42.8	47.7
100 MM TO 120 MM	51.1	50.1	48.2	49.7	49.8	46.3
NATIVE	12.7	11.1	9.9	9.0	7.4	6.0
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	87.3	88.9	90.1	91.0	92.6	94.0
NATIVE 10/20/30's SPLIT N.A.	12.7	11.1	9.9	9.0	7.4	6.0

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(PHILIPPINES)

1987 1988 1989 1990 1991 1992

PACK TYPE SEGMENTATION %

SOFT PACK	99.7	99.8	99.8	99.9	99.9	100.0
FLIP TOP BOX	0.3	0.2	0.2	0.1	0.1	--

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	YES	YES	YES	YES	YES	YES
B) RADIO	YES	YES	YES	YES	YES	YES
C) NEWSPAPERS	YES	YES	YES	YES	YES	YES
D) MAGAZINES	YES	YES	YES	YES	YES	YES
E) COUPONS	YES	YES	YES	YES	YES	YES
F) POINT OF SALE	YES	YES	YES	YES	YES	YES
G) BILLBOARDS	YES	YES	YES	YES	YES	YES
H) CINEMA	YES	YES	YES	YES	YES	YES
I) SAMPLING	YES	YES	YES	YES	YES	YES

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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ASIA 37

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SINGAPORE

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.7	3.7	3.5	3.5	3.6	3.7
PER CAPITA CONSUMPTION	1,407	1,407	1,313	1,311	1,335	1,316
FILTER SHARE %	92.1	92.9	93.7	94.3	95.1	95.4
COMPANY SHARES %						
1) ROTHMANS OF PALL MALL	32.1	29.4	28.1	27.8	26.3	25.5
2) PHILIP MORRIS	23.2	23.5	23.0	24.0	25.3	27.5
3) THONG HUAT (RJR)	23.0	23.3	24.2	24.7	24.8	24.6
4) SINGAPORE TOBACCO CO. (B.A.T.)	20.9	23.1	24.1	23.0	23.1	21.8
OTHERS	0.8	0.7	0.6	0.6	0.6	0.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	P.M.I.	P.M.I.	21.4	20.9	20.7	21.6	22.9	25.0
2) SALEM	R.J. REYNOLDS	R.J. REYNOLDS	14.7	15.7	16.4	16.4	16.9	17.2
3) DUNHILL	ROTHMANS	ROTHMANS	19.3	17.7	16.7	16.6	15.5	15.2
4) LUCKY STRIKE	B.A.T.	S.T.C.	5.2	8.1	9.5	9.4	10.1	9.5
5) CONSULATE	ROTHMANS	ROTHMANS	6.4	6.0	6.2	6.3	6.1	5.8
6) CAMEL	R.J. REYNOLDS	R.J. REYNOLDS	6.0	5.0	4.4	4.3	4.0	3.7
7) KENT	B.A.T.	S.T.C.	2.7	3.0	3.3	3.4	3.5	3.5
8) P. STUYVESANT	ROTHMANS	ROTHMANS	4.1	3.7	3.6	3.7	3.6	3.4
9) STATE EXPRESS 555	B.A.T.	S.T.C.	3.7	3.4	3.0	2.8	2.7	2.5
10) BENSON & HEDGES	B.A.T.	S.T.C.	3.2	2.9	2.8	2.6	2.5	2.4
11) ROTHMANS	ROTHMANS	ROTHMANS	2.1	1.8	1.4	1.2	1.1	1.0
OTHERS			11.2	11.8	12.0	11.8	11.1	10.8

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ASIA 38

(SINGAPORE)	1987	1988	1989	1990	1991	1992	
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)	66.7	66.1	65.9	66.3	66.5	66.3	
FILTER MENTHOL	25.4	26.8	27.8	28.0	28.4	29.1	
NON-FILTER	7.9	7.1	6.3	5.7	5.1	4.6	
PRICE SEGMENTATION %							
PREMIUM	28.7	26.1	22.9	22.3	22.2	22.0	
HIGH	23.5	40.6	46.0	46.7	46.8	48.6	
MEDIUM	28.5	12.2	7.9	8.7	8.1	7.9	
LOW	19.4	21.1	23.2	22.4	22.9	21.5	
	Prem (Sing.\$)	same	2.8+	3.10+	3.50+	3.90+	4.20+
	High	same	2.79-2.60	2.90-3.09	3.30-3.49	3.70-3.89	4.00-4.19
	Med	same	2.59-2.40	2.70-2.89	3.10-3.29	3.50-3.69	3.80-3.99
	Low	same	below 2.40	2.69-below	3.09-below	3.49-below	3.79-below
TOBACCO TYPE SEGMENTATION %							
BLEND: AMERICAN	50.4	57.2	63.4	64.5	66.8	68.2	
VIRGINIA	49.6	42.8	36.6	35.5	33.2	31.8	
LENGTH SEGMENTATION %							
REGULAR	8.7	7.8	6.1	5.7	5.1	4.6	
LONG SIZE	14.8	18.4	26.7	27.2	28.4	29.8	
KING SIZE	73.5	70.4	63.2	63.1	62.5	61.5	
100MM+	3.0	3.1	3.7	3.9	3.9	4.0	
95's	-	0.3	0.3	0.2	0.1	0.2	
PACK COUNT SEGMENTATION %							
7's	3.2	4.1	3.7	3.8	0.6	0.6	
10's	13.5	14.4	18.3	18.7	19.8	21.8	
12's	8.4	7.2	4.6	3.8	4.5	4.3	
14's	14.5	10.9	10.1	10.5	9.3	9.1	
20's	60.0	61.5	61.5	62.3	63.2	61.7	
OTHERS	0.4	1.9	1.8	1.0	2.6	2.5	

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(SINGAPORE)	1987	1988	1989	1990	1991	1992
PACK TYPE SEGMENTATION %						
SOFT PACK	46.0	44.3	44.4	44.4	44.3	42.6
FLIP TOP BOX	50.2	52.2	52.5	52.6	52.9	54.8
SLIDE AND SHELL	3.6	3.3	3.0	2.8	2.6	2.5
PRINCESS PACK	0.1	0.1	0.1	0.1	0.1	0.1
OTHER (TIN)	0.1	0.1	---	---	---	---

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2	2
E) POINT OF SALE	3	3	3	2	2	2
F) BILLBOARDS	2	2	2	2	2	2
G) CINEMA	2	2	2	2	2	2
H) SAMPLING	2	2	2	2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2045358982

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TAIWAN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	33.2	34.3	35.2	34.9	36.1	35.0
OF WHICH LOCAL MANUFACTURE:	26.6	28.8	30.1	30.0	31.0	29.4
IMPORTED FROM US/UK	6.6	5.5	5.1	4.9	5.1	5.6
POPULATION TOTAL (MILLIONS)	19.59	19.45	20.00	20.20	20.50	20.80
PER CAPITA CONSUMPTION (STICKS)	1,695	1,763	1,760	1,720	1,760	1,707
SMOKER INCIDENCE						
% OF TOTAL POPULATION	27.5	29.5	29.3	31.8	31.7	31.7
% OF FEMALE POPULATION	N.A.	2.6	3.9	4.7	4.8	4.8
% OF MALE POPULATION	N.A.	47.3	47.4	54.4	54.4	54.4
COMPANY SHARES %						
1) TAIWAN TOBACCO & WINE MONOPOLY	83.5	83.9	85.6	86.0	85.9	83.9
2) PHILIP MORRIS	8.2	9.6	8.6	8.4	6.4	6.0
3) B.A.T.	4.0	3.8	3.6	3.2	4.2	5.0
4) R.J. REYNOLDS	1.3	1.3	0.9	0.8	1.6	1.6
5) ROTHMANS	0.8	0.8	0.7	1.3	0.9	1.0
6) JAPAN TOBACCO	--	--	--	--	0.4	0.9
OTHERS	2.2	0.6	0.6	0.3	0.6	1.6
COMPANY SHARES OF IMPORTED SEGMENT %						
1) PHILIP MORRIS	49.8	59.3	59.9	60.2	45.0	37.0
2) B.A.T.	22.9	23.2	25.1	22.8	30.0	30.8
3) R.J. REYNOLDS	7.7	8.3	6.4	5.9	11.1	10.1
4) ROTHMANS	4.7	4.7	4.8	9.4	6.1	6.5
5) JAPAN TOBACCO	---	---	---	---	2.7	5.7
OTHERS	14.9	4.5	3.8	1.7	5.1	9.9

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(TAIWAN)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES OF IMPORTED SEGMENT %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) STATE EXPRESS	B.A.T.	B.A.T.	9.9	15.4	21.1	19.4	26.5	27.5
2) PARLIAMENT	P.M.I.	P.M.I.	14.3	27.2	30.7	22.7	18.9	15.8
3) MARLBORO	P.M.I.	P.M.I.	33.9	31.0	26.6	15.6	15.8	15.6
4) YSL	R.J. REYNOLDS	R.J. REYNOLDS	2.6	3.6	3.9	4.5	8.1	8.2
5) L&M	P.M.I.	P.M.I.	---	---	0.6	20.5	8.4	3.3
6) CARTIER	ROTHMANS	ROTHMANS	1.1	1.5	2.0	1.4	2.0	2.7
7) KENT	B&W	B&W	11.1	7.1	3.9	3.1	3.4	2.5
8) VIRGINIA SLIMS	P.M.I.	P.M.I.	---	---	0.2	1.1	1.6	2.1
9) DUNHILL	ROTHMANS	ROTHMANS	1.1	0.9	1.1	1.1	1.6	2.0
10) CRAVEN A	ROTHMANS	ROTHMANS	---	0.5	0.8	6.2	2.0	1.3
OTHERS			26.0	12.8	9.1	4.4	11.7	19.0

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	96.1	99.0	99.4	99.5	99.3	99.4
FILTER MENTHOL	0.5	0.6	0.6	0.5	0.7	0.6
NON-FILTER	0.4	0.4	0.0	0.0	0.0	0.0

PRICE SEGMENTATION %

PREMIUM	16.5	16.1	14.4	10.1	14.1	16.0
LOW	83.5	93.9	85.6	89.9	85.9	84.0

TAR & NICOTINE SEGMENTATION %

HIGH/FULL FLAVOR	94.5	92.6	80.0	73.1	71.7	66.7
LOW FLAVOR	5.5	7.4	20.0	26.9	28.3	33.3

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(TAIWAN)

1987 1988 1989 1990 1991 1992

TOBACCO TYPE SEGMENTATION %

VIRGINIA	85.1	86.4	89.4	89.2	89.7	89.4
AMERICAN	14.9	13.6	10.6	10.8	10.3	10.6

LENGTH SEGMENTATION %

71 MM TO 79 MM	2.0	4.9	2.8	2.1	2.0	2.0
80 MM TO 85 MM	93.6	89.0	91.1	92.4	92.6	90.7
100 MM	4.4	6.1	6.1	5.5	5.4	7.3

PACK COUNT SEGMENTATION %

20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
---------------	-------	-------	-------	-------	-------	-------

PACK TYPE SEGMENTATION %

SOFT PACK	80.4	76.6	70.4	66.2	58.3	51.5
FLIP TOP BOX	19.6	23.4	29.6	33.8	41.7	48.5

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	1	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3

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ASIA 43

(TAIWAN)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
(Health Warning Only)						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES*	YES*	YES*	YES*	YES*	YES*
 (Magazine only)						
SPECIFIC T&N NUMBERS ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
 (Magazine only)						
TAR BAND PRINTED ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Magazine only.

2045358986

ASIA 44

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: THAILAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	30,927	33,203	36,900	39,000	39,200	39,700
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	99.2%	97.3%
IMPORTED:	---	---	---	---	0.8%	2.7%
POPULATION TOTAL (MILLIONS)	53.6	54.6	55.7	57.7	57.8	59.0
PER CAPITA CONSUMPTION	564	603	609	676	678	673
COMPANY SHARES %						
1) THAILAND TOBACCO MONOPOLY	100	100	100	100	99.2	97.3
2) PHILIP MORRIS	----	---	---	---	0.3	1.3
3) R.J. REYNOLDS	----	---	---	---	0.2	0.5
4) OTHERS	----	---	---	---	0.3	0.9

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP						
1)KHRONG THIP	THAILAND TOBACCO MONOP	50.7	54.1	56.7	60.8	66.9	69.2
2)FALLING RAIN	THAILAND TOBACCO MONOP	4.5	6.0	7.0	7.5	8.4	8.8
3)GOLD CITY 85	THAILAND TOBACCO MONOP	14.0	12.8	11.7	10.0	9.4	7.9
4)SAMIT 14	THAILAND TOBACCO MONOP	9.6	7.4	6.0	5.0	4.1	3.5
5)RUANG THIP	THAILAND TOBACCO MONOP	8.1	7.7	7.1	7.6	2.5	2.0
6)KLED THONG (NF)	THAILAND TOBACCO MONOP	3.3	2.9	2.5	2.2	2.1	1.5
7)ROYAL STD III	THAILAND TOBACCO MONOP	2.9	2.5	2.2	2.1	1.6	1.4
8)MARLBORO K.S.	PHILIP MORRIS	----	---	---	---	0.3	1.3
9)ROYAL STD DELUXE	THAILAND TOBACCO MONOP	0.8	0.8	0.9	0.9	0.7	0.6
10)KRONGTHIP DELUXE	THAILAND TOBACCO MONOP	---	---	0.9	0.0	0.9	0.6
11)THE MOON	THAILAND TOBACCO MONOP	2.1	1.9	1.7	1.5	0.8	0.5
12)KRUNGTHONG	THAILAND TOBACCO MONOP	1.4	1.1	1.0	0.9	0.6	0.5
13)SAMIT (NF)	THAILAND TOBACCO MONOP	1.5	1.2	0.9	0.6	0.4	0.4
14)WINSTON	R.J.REYNOLDS	---	---	---	---	0.1	0.4
15)KLEDTHONG 27	THAILAND TOBACCO MONOP	0.6	0.6	0.5	0.6	0.3	0.3
16)KWANTHONG	THAILAND TOBACCO MONOP	---	---	---	0.4	0.2	0.1
17)FALLING RAIN DELUXE	THAILAND TOBACCO MONOP	---	---	---	---	0.2	0.0
18)STAR (DAO)	THAILAND TOBACCO MONOP	0.1	0.0	0.0	0.0	0.0	0.0
19)KWAETHONG	THAILAND TOBACCO MONOP	0.5	1.1	1.0	---	---	---

* NOTE: Import cigarettes commenced August 1991.

ASIA 45

2045358987

(THAILAND)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	81.6	78.1	78.8	80.9	84.7	85.9
FILTER MENTHOL	3.4	6.0	7.0	7.9	8.7	9.0
PLAIN	15.0	15.9	14.2	11.2	6.6	5.1
PRICE SEGMENTATION %						
PREMIUM (16 & ABOVE)	0.0	0.0	1.0	2.0	2.7	3.8
HIGH (13)	77.9	83.6	81.0	86.0	91.7	92.0
LOW/MEDIUM (4-9)	22.1	16.4	18.0	12.0	5.6	4.2
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR (>16)	100	100	100	100	99.8	99.5
MEDIUM FLAVOR (16+BELOW)	0.0	0.0	0.0	0.0	0.2	0.5
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	67.0	74.0	76.5	80.8	87.1	89.3
VIRGINIA	29.7	17.2	14.7	13.6	10.2	8.6
THAI BLENDED	3.3	8.7	8.8	5.6	2.7	2.1
LENGTH SEGMENTATION %						
70 MM	15.0	15.9	14.2	11.2	6.6	5.1
80 MM - 85 MM	85.0	84.1	85.8	88.8	93.4	94.8
100 MM - 120 MM	---	---	---	---	---	0.1
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100	100	100	100	100	100
PACK TYPE SEGMENTATION %						
SOFT PACK	99.4	99.4	99.4	98.2	97.9	98.1
FLIP TOP BOX	0.6	0.6	0.6	1.8	2.1	1.9

2045358988

(THAILAND)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	2	2	2	2
D) MAGAZINES	3	3	2	2	2	2
E) COUPONS	3	3	3	3	3	2
F) POINT OF SALE	3	3	3	3	3	2
G) BILLBOARDS	3	3	2	2	2	2
H) CINEMA	3	2	2	2	2	2
I) SAMPLING	2	3	3	3	3	2

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LATIN AMERICA

2045358990

V. LATIN AMERICA

ARGENTINA

BOLIVIA

BRAZIL

CHILE

COLOMBIA

COSTA RICA

DOMINICAN REPUBLIC

ECUADOR

EL SALVADOR

GUATEMALA

MEXICO

PANAMA

PUERTO RICO

URUGUAY

VENEZUELA

2045358991

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ARGENTINA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)						
OF WHICH LOCAL MANUFACTURE:	38.1	34.3	33.9	33.5	34.9	37.2
POPULATION TOTAL (MILLIONS)	30.7	31.1	31.5	32.0	32.4	32.8
PER CAPITA CONSUMPTION	1,241	1,102	1,075	1,048	1,077	1,134
SMOKER INCIDENCE						
% OF TOTAL POPULATION	N.A.	31.0	N.A.	30.0	N.A.	N.A.
% OF FEMALE POPULATION	N.A.	25.0	N.A.	24.0	N.A.	N.A.
% OF MALE POPULATION	N.A.	38.0	N.A.	35.0	N.A.	N.A.
COMPANY SHARES %						
1) NOBLEZA-PICCARDO (BAT)	54.5	57.2	57.3	55.9	52.5	47.5
2) MASSALIN PARTICULARES (PM/REEMTSMA)	45.5	42.8	42.7	44.1	47.5	52.5

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LATIN AMERICA 1

(ARGENTINA)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	P.M.I.	MASS-PART	10.7	8.9	10.2	12.1	17.8	24.7
2) DERBY	B.A.T.	NOB-PIC	--	12.1	27.0	26.3	24.3	20.5
3) JOCKEY CLUB	B.A.T.	NOB-PIC	30.4	25.8	17.6	16.9	15.9	15.5
4) LE MANS	P.M.I.	MASS-PART	5.9	9.0	11.9	11.6	10.3	8.7
5) 43/70	B.A.T.	NOB-PIC	10.3	8.5	6.5	6.6	6.1	5.5
6) L & M	P.M.I.	MASS-PART	5.5	4.0	3.4	3.0	3.3	3.6
7) PARLIAMENT	P.M.I.	MASS-PART	3.0	2.0	1.9	1.7	2.3	3.0
8) PARISIENNES	B.A.T.	NOB-PIC	2.7	2.5	2.6	2.6	2.7	2.8
9) CHESTERFIELD	P.M.I.	MASS-PART	7.9	5.8	3.9	3.3	3.0	2.7
10) PHILIP MORRIS	P.M.I.	MASS-PART	1.7	2.4	2.1	3.6	3.2	2.6
11) IMPARCIALES	P.M.I.	MASS-PART	3.2	2.8	2.5	2.4	2.3	2.2
12) PARTICULARES	P.M.I.	MASS-PART	2.6	2.3	2.1	2.0	1.8	1.5
13) COLORADO	P.M.I.	MASS-PART	3.3	2.7	1.6	1.4	1.2	1.1
14) CONWAY	B.A.T.	NOB-PIC	3.4	3.4	1.3	1.6	1.3	1.0
15) CAMEL	R.J.R.	NOB-PIC	1.1	0.8	0.7	0.6	0.7	0.9
16) PALL MALL	B.A.T.	NOB-PIC	0.9	0.7	0.6	0.5	0.5	0.4
17) COLT	B.A.T.	NOB-NIC	3.5	2.1	0.5	0.4	0.3	0.2
OTHERS			3.9	4.5	3.6	3.4	3.0	3.1
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			100.0	100.0	100.0	100.0	100.0	100.0
FILTER MENTHOL			--	--	--	--	--	--
NON-FILTER			--	--	--	--	--	--
PRICE SEGMENTATION %								
PREMIUM	US\$ 1.50 plus		9.3	6.2	6.5	6.0	7.1	13.0
HIGH	US\$ 1.35 to 1.40		21.6	16.9	14.8	15.6	21.8	24.6
MEDIUM HIGH	US\$ 1.30		7.8	7.2	6.1	5.6	5.5	5.4
MEDIUM LOW	US\$ 1.25		38.0	35.5	28.2	29.1	26.6	24.9
LOW	US\$ 1.17		23.3	34.2	44.4	43.7	39.0	32.1
TAR & NICOTINE SEGMENTATION %								
LOW TAR & LIGHTS			20.0	22.8	28.0	27.7	26.2	23.6
HIGH/FULL FLAVOR			80.0	77.2	72.0	72.3	73.8	76.4

LATIN AMERICA 2

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(ARGENTINA)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND	80.5	83.5	86.0	86.1	87.1	87.9
MIXED	16.8	14.1	11.8	11.9	11.1	10.6
BLACK	2.7	2.4	2.2	2.0	1.8	1.5
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.2	0.1	---	--	--	--
80 MM TO 85 MM	81.5	84.0	85.2	85.8	86.4	86.3
100 MM	18.0	15.7	14.6	14.0	13.4	13.6
OVER 100 MM	0.3	0.2	0.2	0.2	0.2	0.1
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	6.7	11.9	12.2	10.3	9.1	7.8
20 CIGTS/PACK	93.3	88.1	87.8	89.7	90.9	92.2
PACK TYPE SEGMENTATION %						
SOFT PACK	95.6	97.1	96.3	96.5	93.4	87.8
FLIP TOP BOX	4.4	2.9	3.7	3.5	6.6	12.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

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LATIN AMERICA 3

(ARGENTINA)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	2,287	3,245	3,024	N.A.	N.A.	N.A.

2045358995

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BOLIVIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.88	0.94	1.00	0.97	1.02	1.08
POPULATION TOTAL (MILLIONS)	6.7	6.7	7.1	7.1	N.A.	6.3
PER CAPITA CONSUMPTION	131	134	142	136	N.A.	171
COMPANY SHARES %						
1) COMPANIA INDUSTRIAL DE TABACOS	100.0	100.0	100.0	100.0	100.0	100.0
2) BOLIVIA AMERICAN TOBACCO	--	--	--	--	--	--

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) L & M	P.M.I.	C.I.T.S.A.	46.56	47.81	48.43	52.00	49.20	41.80
2) CASINO	C.I.T.S.A.	C.I.T.S.A.	19.93	18.80	17.87	17.67	22.10	23.63
3) ASTORIA	C.I.T.S.A.	C.I.T.S.A.	17.26	17.34	16.57	16.37	15.64	14.57
4) DERBY	C.I.T.S.A.	C.I.T.S.A.	2.97	2.47	2.06	3.19	4.29	5.09
5) BIG BEN	P.M.I.	C.I.T.S.A.	5.26	4.10	3.43	3.30	3.56	3.10
6) COLORADO	P.M.I.	C.I.T.S.A.	6.86	5.45	3.65	2.74	2.76	2.32
7) MARLBORO	P.M.I.	C.I.T.S.A.	1.10	4.00	7.71	4.58	2.21	1.71
10) CAMBA	C.I.T.S.A.	C.I.T.S.A.	--	--	0.24	0.15	0.2	0.20
11) OTHERS			0.06	0.03	0.04	0.00	0.04	7.58

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LATIN AMERICA 5

(BOLIVIA)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	82.7	82.6	83.4	83.6	84.3	85.4
NON-FILTER	17.3	17.4	16.6	16.4	15.7	14.6
PRICE SEGMENTATION %						
PREMIUM	1.1	4.0	7.7	4.6	6.3	5.4
HIGH	46.5	47.8	55.5	58.0	51.4	43.6
MEDIUM	3.5	12.1	2.1	3.2	4.3	12.6
LOW	40.3	36.1	34.7	34.2	37.9	38.4
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	100.0	100.0	100.0	100.0	100.0	100.0
TOBACCO TYPE SEGMENTATION %						
BLOND	62.8	63.8	65.3	65.8	62.1	61.6
BLACK	37.3	36.2	34.7	34.2	37.9	38.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	100.0	96.9	92.2	94.2	95.6	90.3
FLIP TOP BOX	--	3.1	7.8	5.8	4.4	9.7
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

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LATIN AMERICA 6

(BOLIVIA)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	YES	YES	YES	YES	YES
NO	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

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LATIN AMERICA 7

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BRAZIL

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	161.2	157.5	162.2	163.6	155.7	126.9
POPULATION TOTAL (MILLIONS)	141.5	144.4	147.4	150.4	153.3	156.3
PER CAPITA CONSUMPTION	1,139	1,091	1,100	1,088	1,016	812
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.1	32.5	32.5	32.4	29.4	N.A.
% OF FEMALE POPULATION	27.0	26.6	27.3	27.2	26.2	N.A.
% OF MALE POPULATION	41.8	38.9	38.3	38.1	32.9	N.A.
COMPANY SHARES %						
1) B.A.T.	81.4	79.7	80.0	82.1	84.1	83.7
2) PHILIP MORRIS	8.3	8.0	8.1	15.2	13.8	14.7
3) R.J. REYNOLDS	8.2	9.5	9.2	--	--	--
OTHERS	2.1	2.8	2.7	2.7	2.1	1.6

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LATIN AMERICA 8

(BRAZIL)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) HOLLYWOOD	C.C.S.C.	B.A.T.	25.9	20.5	18.8	16.9	17.9	16.9
2) BELMONT	C.C.S.C.	B.A.T.	18.3	19.8	19.7	18.9	16.2	16.8
3) PLAZA	C.C.S.C.	B.A.T.	12.3	14.0	13.4	15.3	15.5	15.4
4) FREE	C.C.S.C.	B.A.T.	5.3	6.4	7.3	9.2	11.7	11.8
5) RITZ	C.C.S.C.	B.A.T.	0.2	2.2	5.8	7.1	7.2	9.7
6) CARLTON	B.A.T.	B.A.T.	6.1	5.5	5.8	6.2	7.5	6.7
7) PALACE	P.M.B.	P.M.	--	0.2	1.4	1.7	2.3	2.8
8) L&M LIGHTS	P.M.B.	P.M.	--	--	--	--	--	2.3
9) MARLBORO	P.M.I.	P.M.	1.4	1.3	1.4	1.6	2.1	2.1
10) MUSTANG	P.M.B.	P.M.B.	5.0	4.9	4.1	3.4	2.6	1.9
11) CONTINENTAL	C.C.S.C.	B.A.T.	3.9	3.2	2.5	2.4	2.8	1.5
12) VICEROY	C.C.S.C.	B.A.T.	--	--	--	--	--	1.5
13) MINISTER	C.C.S.C.	B.A.T.	3.4	2.6	2.2	1.8	1.7	1.3
14) MISTURA FINA	P.M.I.	P.M.	2.4	2.3	1.8	1.5	1.3	1.2
15) GALAXY	P.M.I.	P.M.	1.6	1.2	1.0	0.9	1.0	0.9
16) ELMO	C.C.S.C.	B.A.T.	1.0	1.1	0.9	1.1	0.5	--
17) MONTREAL	C.C.S.C.	B.A.T.	1.4	1.7	1.5	1.3	0.4	--
18) MONTEREY	P.M.B.	P.M.	1.0	0.8	0.5	0.4	0.3	0.2
19) ARIZONA	C.C.S.C.	B.A.T.	1.0	0.6	0.3	0.2	--	--
OTHERS			9.8	11.7	11.6	10.1	9.0	7.0
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			98.2	98.2	98.5	98.5	99.0	99.6
FILTER MENTHOL			0.2	0.1	0.1	0.1	0.1	0.1
NON-FILTER			1.6	1.7	1.4	1.4	0.9	0.3
PRICE SEGMENTATION %								
PREMIUM (VI)			1.4	1.2	1.2	1.1	1.3	1.1
HIGH (V)			15.6	13.2	13.4	13.5	15.4	13.1
MEDIUM (IV, III)			49.7	45.6	43.0	44.0	47.8	47.6
LOW (II, I)*			33.3	40.0	42.4	41.4	35.5	38.2

*In 1992, the low segment (Category II) is the largest individual segment at 35%.

LATIN AMERICA 9

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(BRAZIL)	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
LOW (6 - 10 mg.)	5.6	6.4	7.2	9.5	12.7	16.8
MEDIUM (10 - 15 mg.)	54.2	49.0	49.6	50.5	36.9	37.8
HIGH/FULL FLAVOR (15 mg and over)	40.2	44.6	43.2	40.0	50.4	45.4
TOBACCO TYPE SEGMENTATION %						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.2	0.5	0.1	0.1	--	--
80 MM to 85 MM	92.2	91.0	89.1	87.9	87.9	87.1
90 MM	0.1	0.6	0.8	0.8	0.8	0.9
100 MM	7.6	8.5	10.8	11.2	11.3	12.0
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	90.7	90.7	88.8	88.3	87.0	83.6
FLIP TOP BOX	9.3	9.3	11.2	11.7	13.0	16.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	3	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	3	3	3
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	3	3	3

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LATIN AMERICA 10

(BRAZIL)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	NO	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	180.9	184.8	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)	181.4	185.3	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	22,000.0	N.A.	N.A.	N.A.	N.A.	N.A.

2045359002

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHILE

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION						
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	8.8	9.4	10.0	10.3	10.4	10.3
IMPORTED FROM: 1985 only RJR from Brazil 1.0% per year.						
POPULATION TOTAL (MILLIONS)	12.0	12.5	12.7	12.9	13.1	13.2
PER CAPITA CONSUMPTION	733	752	787	798	794	780
COMPANY SHARES %						
1) BAT (C.C.T.)	95.8	96.6	97.0	97.2	97.8	97.5
2) PHILIP MORRIS (MANUF. FACIL)	3.3	3.1	2.8	2.8	2.2	2.5
3) RJR (COSUR)	0.9	0.3	0.2	--	--	--

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LATIN AMERICA 12

(CHILE)			1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)ADVANCE	B.A.T.	C.C.T.	24.4	23.2	21.3	20.6	20.1	18.4
2)LIFE	B.A.T.	C.C.T.	1.7	0.9	3.8	8.4	13.8	18.1
3)DERBY	B.A.T.	C.C.T.	23.2	23.5	21.8	19.5	17.9	16.1
4)BELMONT	B.A.T.	C.C.T.	9.9	9.4	9.7	12.5	14.1	13.8
5)HILTON	B.A.T.	C.C.T.	8.6	9.0	10.6	9.8	9.6	10.7
6)VICEROY	B.A.T.	C.C.T.	8.3	10.1	8.3	9.2	7.2	6.9
7)KENT	B.A.T.	C.C.T.	5.2	5.2	4.6	4.4	3.5	3.9
8)PALL MALL	B.A.T.	C.C.T.	2.0	1.9	3.5	3.8	3.2	3.5
9)LUCKY STRIKE	B.A.T.	C.C.T.	2.0	2.5	2.7	3.6	3.6	3.1
10)RECORD	B.A.T.	C.C.T.	6.1	8.3	7.5	4.0	3.5	2.2
11)MARLBORO	PHILIP MORRIS	F.A.C.I.L.	0.2	0.4	0.6	0.7	0.5	1.0
12)BOND	PHILIP MORRIS	F.A.C.I.L.	0.8	0.8	0.8	0.8	0.7	0.6
13)CHESTERFIELD	PHILIP MORRIS	F.A.C.I.L.	0.7	0.6	0.5	0.6	0.5	0.5
14)WINDSOR	B.A.T.	C.C.T.	1.1	1.0	1.1	1.0	0.8	0.4
15)TURBO	F.A.C.I.L.	F.A.C.I.L.	1.1	0.9	0.6	0.5	0.3	0.3
16)GALAXY			--	--	--	--	--	0.1
17)CASSINO	B.A.T.	C.C.T.	1.4	0.4	0.2	0.2	0.2	0.0
OTHERS			2.3	1.9	2.4	0.4	0.5	0.4
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			98.7	99.0	99.0	99.3	99.2	99.9
FILTER MENTHOL			0.4	--	0.1	--	0.1	0.1
NON-FILTER			0.9	1.0	0.9	0.7	0.7	0.0
PRICE SEGMENTATION %								
PREMIUM (IMPORTED CIGS.)			9.4	9.5	4.8	4.3	3.8	4.2
HIGH			18.7	7.3	21.2	21.3	7.3	7.2
MEDIUM			25.4	38.5	49.1	50.5	24.9	22.7
MEDIUM/LOW			39.0	33.4	7.6	11.7	39.3	36.2
LOW			7.6	11.3	17.3	12.2	24.7	29.7
PACK TYPE SEGMENTATION %								
SOFT PACK			97.3	96.4	96.0	93.4	94.0	92.2
FLIP TOP BOX			2.7	3.6	4.0	6.6	6.0	7.8

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LATIN AMERICA 13

(CHILE)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2045359005

LATIN AMERICA 14

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COLOMBIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	18,100	17,002	16,550	16,500	16,100	16,680
POPULATION TOTAL (MILLIONS)	28.9	30.0	30.5	31.0	31.6	34.3
PER CAPITA CONSUMPTION	626	567	543	532	510	486
COMPANY SHARES %						
1) CIA. COLOMBIANA DE TABACO (COL)	68.0	68.3	68.8	65.7	63.2	65.0
2) PROTABACO S.A. (PRO)	32.0	31.7	31.2	34.3	36.8	35.0

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LATIN AMERICA 15

(COLOMBIA)

1987

1988

1989

1990

1991

1992

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)ROYAL	COL	COL	15.4	14.8	16.5	20.1	23.6
2)PRESIDENT	PRO	PRO	18.3	18.2	17.0	20.5	22.2
3)MUSTANG	PRO	PRO	13.7	13.5	14.2	13.8	14.6
4)IMPERIAL SP	COL	COL	13.0	15.1	16.1	14.1	12.5
5)PIELROJA REG	COL	COL	17.5	15.6	14.0	13.7	11.8
6)DERBY	COL	COL	13.2	13.5	12.7	12.4	11.1
7)CAMPEON	COL	COL	1.5	0.7	2.0	2.2	2.5
8)HIDALGOS	COL	COL	2.9	2.3	2.3	1.2	0.8
9)PIELROJA F.	COL	COL	2.2	1.9	2.0	0.8	0.6
10)MONTECARLO FIL	PRO	PRO	1.0	0.7	0.7	0.2	0.1
11)NACIONAL FIL	NAL	COL	1.3	0.9	0.5	0.4	0.0

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	82.5	88.4	86.0	86.3	88.2
NON-FILTER	17.5	15.6	14.0	13.7	11.8

PRICE SEGMENTATION %

PREMIUM (US 0.85 AND UP)	--	--	--	--	--
HIGH (US 0.55 TO 0.70)	16.4	15.5	17.2	20.3	23.7
MEDIUM (US 0.40 TO 0.50)	39.9	42.1	43.0	40.3	38.2
LOW (US 0.29 TO 0.35)	26.2	25.0	23.8	25.1	26.1
ECONOMY (US 0.20 TO 0.25)	17.5	15.6	14.0	13.7	11.8

TAR & NICOTINE SEGMENTATION %

LOW (BELOW 15 MG)	1.0	0.7	0.7	0.2	0.1
HIGH/FULL FLAVOR (ABOVE 15 MG)	99.0	99.3	99.3	99.8	99.9

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LATIN AMERICA 16

(COLOMBIA)

1987 1988 1989 1990 1991 1992

TOBACCO TYPE SEGMENTATION %

BLOND	56.3	57.6	60.2	60.6	61.9	66.5
MIXED	19.8	19.9	19.0	22.7	24.6	18.7
BLACK	23.9	20.7	18.8	16.1	13.2	14.8

LENGTH SEGMENTATION %

70 MM AND SHORTER	17.5	15.6	14.0	13.7	11.8	14.8
80 MM TO 85 MM	82.5	84.4	86.0	86.3	88.2	85.2

PACK COUNT SEGMENTATION %

UP TO 10 CIGTS/PACK	7.6	8.4	8.0	7.9	7.7	8.0
16 TO 19 CIGTS/PACK	12.7	11.6	14.0	13.7	11.8	--
20 CIGTS/PACK	71.9	76.0	78.0	78.4	80.5	92.0

PACK TYPE SEGMENTATION %

SOFT PACK	83.6	84.5	82.8	79.7	76.3	75.8
FLIP TOP BOX	16.4	15.5	17.2	20.3	23.7	24.2

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LATIN AMERICA 17

(COLOMBIA)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	*	*	*	*	*	*

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Warning on TV advertising only.

2045359009

LATIN AMERICA 18

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COSTA RICA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.3	2.1	2.0	2.1	2.0	2.1
POPULATION TOTAL (MILLIONS)	2.7	2.8	2.9	3.0	3.2	3.2
PER CAPITA CONSUMPTION	857	750	690	700	625	653
SMOKER INCIDENCE						
% OF TOTAL POPULATION	--	--	20.1	--	21.6	22.6
% OF FEMALE POPULATION	--	--	10.2	--	10.9	12.0
% OF MALE POPULATION	--	--	29.5	--	30.6	33.3
COMPANY SHARES %						
1) REPUBLIC TOBACCO CO.	72.5	72.5	72.5	71.7	70.2	69.0
2) TABACALERA COSTARRICENSE, S.A.	27.5	27.5	27.5	28.3	29.8	31.0

2045359010

(COSTA RICA)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DELTA	B.A.T.	R.T.CO.	50.7	51.1	53.7	54.5	54.1	54.4
2) DERBY	B.A.T.	T.C.S.A.	20.6	20.9	21.6	22.5	23.9	24.8
3) MARLBORO	P.M.	T.C.S.A.	3.1	3.3	3.6	4.2	4.6	5.5
4) TICOS	B.A.T.	R.T.CO.	7.1	6.4	5.7	5.9	5.6	4.6
5) REX	B.A.T.	R.T.CO.	4.5	4.1	3.9	3.8	3.3	2.7
6) CAPRI	B.A.T.	R.T.CO.	4.3	3.8	3.4	3.0	2.7	2.2
7) BELMONT	B.A.T.	R.T.CO.	0.6	0.5	0.4	0.3	0.3	1.6
8) EMU	B.A.T.	R.T.CO.	1.6	2.3	1.8	1.5	1.3	1.0
9) KOOL	B.A.T.	R.T.CO.	0.5	0.6	0.5	0.6	0.7	0.6
10) VICEROY	B.A.T.	R.T.CO.	0.9	0.8	0.7	0.6	0.6	0.5
11) LUCKY STRIKE	B.A.T.	R.T.CO.	--	--	--	0.8	1.2	0.5
12) TICOS (S/F)	B.A.T.	R.T.CO.	0.4	0.3	0.3	0.3	0.5	0.5
13) TEMPO	B.A.T.	R.T.CO.	--	--	0.7	0.4	0.4	0.3
14) MONTEREY	B.A.T.	T.C.S.A.	0.8	0.6	0.5	0.4	0.4	0.3
15) SAVOY	B.A.T.	T.C.S.A.	0.3	0.2	0.2	0.2	0.2	0.1
16) ROYAL	B.A.T.	T.C.S.A.	0.3	0.3	0.2	0.1	0.1	0.1
17) WEST	REEMSTMA	T.C.S.A.	0.6	0.4	0.2	0.2	0.1	--
18) FORTUNA	B.A.T.	T.C.S.A.	0.2	0.1	0.1	0.1	0.0	--
19) HILTON	B.A.T.	T.C.S.A.	--	0.5	0.3	0.1	0.0	--
OTHERS			2.9	2.4	1.8	0.8	0.6	0.3

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	97.3	96.7	96.7	97.2	97.1	96.2
FILTER MENTHOL	1.4	2.2	2.3	2.0	2.2	2.3
NON-FILTER	1.3	1.1	1.0	0.8	0.7	1.5

PRICE SEGMENTATION %

PREMIUM A	--	--	--	--	--	--
PREMIUM B	10.2	9.7	9.4	9.6	9.6	9.5
HIGH	26.6	28.0	27.5	28.2	29.3	30.4
MEDIUM A	53.7	53.9	55.7	55.8	55.1	54.8
MEDIUM B	8.2	7.3	6.4	5.6	5.3	4.7
LOW	1.3	1.1	1.0	0.8	0.8	0.6

2045359011

LATIN AMERICA 20

(COSTA RICA)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.3	1.1	1.0	0.8	0.6	0.7
80 MM TO 85 MM	98.7	98.9	99.0	98.8	99.0	99.0
95 MM	--	--	--	0.4	0.4	0.3
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	75.0	73.8	73.2	71.4	68.0	66.5
FLIP TOP BOX	25.0	26.2	26.8	28.6	32.0	33.5
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	97.0	96.5	96.4	96.3	95.6	94.4
LOW	3.0	3.5	3.6	3.7	4.4	5.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	3	3	3	3	3	3

2045359012

(COSTA RICA)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

2045359013

LATIN AMERICA 22

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: DOMINICAN REPUBLIC

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	4,466	4,462	4,570	4,405	4,349	4,429
POPULATION TOTAL (MILLIONS)	6.2	6.4	6.5	6.6	6.7	6.7
PER CAPITA CONSUMPTION	720	697	703	667	649	657
SMOKER INCIDENCE						
% OF TOTAL POPULATION	18.2	18.0	18.0	18.0	17.9	17.7
% OF FEMALE POPULATION	19.3	19.0	19.1	19.0	18.9	18.7
% OF MALE POPULATION	18.7	18.5	18.4	18.4	18.3	18.1
COMPANY SHARES % *						
1) E. LEON JIMENES, C. POR A. (PM)	65.1	69.9	70.7	73.1	74.2	78.3
2) COMPANIA ANOMINA TABACALERA	34.9	30.1	29.3	26.9	25.8	21.7

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	P.M.	E.L.J.	45.1	49.3	51.1	49.3	46.7	49.2
2) NACIONAL	E.L.J.	E.L.J.	16.6	18.3	19.6	24.0	27.5	28.6
3) MONTECARLO	C.A.T.	C.A.T.	26.4	22.2	19.1	16.6	15.0	12.4
4) CREMAS	C.A.T.	C.A.T.	3.0	2.7	3.5	2.6	2.7	2.3
5) CASINO	C.A.T.	C.A.T.	2.0	2.0	2.5	1.6	1.8	1.0

*Market shares for 1987-1991 based on tax stamps. In 1992, data based on industry exchange.

2045359014

(DOMINICAN REPUBLIC)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	89.2	90.8	90.0	90.2	89.8	90.5
FILTER MENTHOL	5.7	6.5	6.5	7.2	7.5	7.2
NON-FILTER	5.1	2.7	3.5	2.6	2.7	2.3
PRICE SEGMENTATION %						
HIGH	74.8	75.0	73.8	69.8	65.7	65.4
MEDIUM-HIGH	16.9	18.3	20.2	26.0	29.8	0.5
MEDIUM	8.3	6.7	6.0	4.2	4.5	28.6
MEDIUM-LOW	--	--	--	--	--	2.1
LOW	--	--	--	--	--	3.4
TAR & NICOTINE SEGMENTATION %						
LOW	6.0	6.5	7.1	7.1	6.9	7.6
HIGH/FULL FLAVOR	94.0	93.5	92.9	92.9	93.1	92.4
TOBACCO TYPE SEGMENTATION %						
BLOND (AMERICAN)	91.7	93.3	94.0	95.8	95.5	96.6
BLACK	8.3	6.7	6.0	4.2	4.5	3.4
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.1	--	--	0.1	--	--
80 MM TO 85 MM	99.9	100.0	100.0	99.9	100.0	100.0
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	76.0	74.5	76.0	76.0	76.5	77.3
20 CIGTS/PACK	24.0	25.5	24.0	24.0	23.5	22.7
PACK TYPE SEGMENTATION %						
SOFT PACK	87.0	86.3	85.5	85.5	86.6	85.2
FLIP TOP BOX	13.0	13.7	14.5	14.5	13.4	14.8

2045359015

LATIN AMERICA 24

(DOMINICAN REPUBLIC)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2045359016

LATIN AMERICA 25

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ECUADOR

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,604	3,076	3,069	3,045	2,949	3,024
POPULATION TOTAL (MILLIONS)	9.9	10.2	10.5	10.8	11.1	11.4
PER CAPITA CONSUMPTION	363	302	292	282	265	265
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.1	34.0	33.1	33.1	32.4	31.1
% OF FEMALE POPULATION	17.2	17.3	12.0	12.0	13.0	13.0
% OF MALE POPULATION	51.5	51.9	55.5	55.5	52.0	48.0
COMPANY SHARES %						
1) PROESA	80.9	81.3	80.1	79.5	79.5	78.6
2) EL PROGRESO	19.1	18.7	19.9	20.5	20.5	21.4

2045359017

(ECUADOR)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) LARK	P.M.I.	TANASA	39.1	40.1	36.1	35.4	34.6	33.8
2) LIDER	P.M.I.	TANASA	30.1	29.0	31.3	31.8	32.4	32.7
3) FULL SPEED	EL PROG.	EL PROGRESO	11.8	13.1	15.9	17.3	17.7	17.7
4) MARLBORO	P.M.I.	TANASA	8.9	10.4	9.2	9.3	9.8	10.1
5) SUPERIOR	P.M.I.	TANASA	0.8	0.6	3.0	2.7	2.4	2.0
6) RUBIOS	EL PROG.	EL PROGRESO	--	--	--	--	--	1.6
7) KING	EL PROG.	EL PROGRESO	1.5	1.5	1.1	1.1	1.1	1.2
8) MONT BLANC	EL PROG.	EL PROGRESO	--	--	--	--	0.5	0.7
9) DORAL	EL PROG.	EL PROGRESO	4.4	2.9	2.1	1.2	0.8	0.2
10) CHESTERFIELD	P.M.I.	TANASA	0.9	0.5	0.5	0.4	0.4	--
11) SALEM	R.J. REYNOLDS	EL PROGRESO	0.7	0.9	0.8	0.8	0.3	--
OTHERS			0.1	<0.1	--	--	0.5	--

MARKET SEGMENTATION %

FILTER (NON-MENTHOL) REGULAR	12.6	13.9	14.7	15.7	16.2	15.9
FILTER MENTHOL	0.9	0.9	1.7	0.8	0.8	0.7
NON-FILTER	12.0	12.2	13.1	15.2	15.1	15.0
FILTER CHARCOAL	74.5	72.4	70.4	68.4	67.9	68.4

PRICE SEGMENTATION %

PREMIUM	49.8	52.0	46.6	45.9	45.0	43.8
HIGH	35.2	32.3	33.4	33.0	33.8	33.6
MEDIUM	1.2	0.8	--	--	--	1.6
LOW	1.2	1.2	1.1	1.1	1.1	1.2
ECONOMY	12.6	13.7	18.9	20.0	20.1	19.8

TAR & NICOTINE SEGMENTATION %

MEDIUM	37.6	35.0	36.2	36.2	37.2	38.9
HIGH/FULL FLAVOR	62.4	65.0	63.8	63.8	62.8	61.1

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	87.4	86.3	81.1	80.0	79.9	80.3
BLACK	12.6	13.7	18.9	20.0	20.1	19.7

2045359018

LATIN AMERICA 27

(ECUADOR)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	12.0	12.2	13.1	15.2	15.1	15.0
80 MM to 85 MM	88.0	87.8	86.9	84.8	84.9	85.0
PACK COUNT SEGMENTATION %						
10 CIGTS/PACK	3.5	3.6	2.5	3.3	3.9	5.8
20 CIGTS/PACK	96.5	96.4	97.5	96.7	96.1	94.2
PACK TYPE SEGMENTATION %						
SOFT PACK	17.5	16.9	14.4	18.4	19.0	22.2
FLIP TOP BOX	82.5	83.1	85.6	81.6	81.0	77.8
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES

20459019

LATIN AMERICA 28

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EL SALVADOR

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,930	1,876	1,407	1,559	1,426	1,273
POPULATION TOTAL (MILLIONS)	4.9	5.2	5.3	5.3	5.4	5.5
PER CAPITA CONSUMPTION	394	361	265	296	264	231
SMOKER INCIDENCE						
% of TOTAL POPULATION	20.2	22.4	20.5	20.4	19.4	19.4
% OF FEMALE POPULATION	3.9	5.6	4.7	4.9	2.4	2.4
% of MALE POPULATION	35.2	37.8	36.5	35.9	36.3	36.3
COMPANY SHARES %						
1) CIGARRERIA MORAZAN, S.A. DE C.V. (BAT)	75.1	78.4	73.7	74.5	72.3	72.3
2) TABACALERA DE EL SALVADOR, S.A. DE C.V. (PM)	20.9	21.6	26.3	25.5	27.7	27.7

2045359020

(EL SALVADOR)

BRAND FAMILY SHARES %

			1987	1988	1989	1990	1991	1992
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DELTA	B.A.T.	MORAZAN	57.8	57.4	57.3	58.6	57.6	58.6
2) DIPLOMAT	P.M.I.	TASASA	10.8	12.3	15.6	14.8	17.1	17.9
3) MARLBORO	P.M.I.	TASASA	4.9	4.8	6.0	6.0	6.1	7.2
4) CASINO	B.A.T.	MORAZAN	10.6	10.0	8.3	7.2	6.8	5.5
5) REX	B.A.T.	MORAZAN	4.0	3.9	2.8	2.5	2.1	2.3
6) YORK	B.A.T.	MORAZAN	1.9	3.6	2.7	1.8	1.8	1.8
7) BARONET	P.M.I.	TASASA	4.5	4.0	3.7	2.5	2.3	1.6
8) WINDSOR	B.A.T.	MORAZAN	2.3	2.0	1.5	1.3	1.2	1.2
9) L&M KS	P.M.I.	TASASA	--	--	--	0.4	1.7	1.0
10) FREE	B.A.T.	MORAZAN	--	--	--	--	--	0.8
11) IMPERIAL	B.A.T.	MORAZAN	--	--	--	1.9	1.2	0.7
12) LUCKY STRIKE	B.A.T.	MORAZAN	--	--	--	--	0.8	0.7
13) VICEROY	B.A.T.	MORAZAN	0.7	0.5	0.5	0.5	0.4	0.3
14) KOOL	B.A.T.	MORAZAN	--	--	--	0.3	0.2	0.2
15) POLAR	B.A.T.	MORAZAN	1.4	0.8	0.4	0.3	0.2	0.2
16) MASTER	P.M.I.	TASASA	--	--	--	1.2	0.5	--
17) LIDER	P.M.I.	TASASA	--	--	0.8	0.5	0.0	--
18) CARIBE	P.M.I.	TASASA	0.3	0.3	0.3	0.1	0.0	--
19) FIESTA	B.A.T.	MORAZAN	0.1	0.1	0.1	0.1	0.0	--
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			92.6	91.8	90.6	91.3	90.4	89.8
FILTER MENTHOL			7.3	7.9	9.4	8.7	9.6	10.2
NON-FILTER			0.1	0.0	0.0	0.0	0.0	0.0
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			95.4	96.1	96.2	96.8	97.0	95.8
LOW			4.6	3.9	3.8	3.2	3.0	4.2
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			100	100	100	100	100	100

2045359021

LATIN AMERICA 30

(EL SALVADOR)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.4	0.4	0.4	0.2	0.0	0.0
80 MM TO 85 MM	86.3	83.0	74.8	76.5	73.1	70.8
100 MM	13.3	16.6	24.8	23.8	26.9	29.2
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	95.5	95.8	94.5	93.5	91.5	90.6
FLIP TOP BOX	4.5	4.2	5.5	6.5	8.5	9.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

2045359022

LATIN AMERICA 31

(EL SALVADOR)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

2045359023

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GUATEMALA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,998	1,933	1,927	1,804	1,778	1,879
POPULATION TOTAL (MILLIONS)	9.4	9.2	9.3	9.4	9.5	9.6
PER CAPITA CONSUMPTION	213	210	207	192	187	195

COMPANY SHARES %

1) TACASA (PMI)	48.7	51.1	49.8	51.6	52.9	56.3
2) TNSA (BAT)	51.3	48.9	50.2	48.4	47.1	43.7

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) RUBIOS	P.M.I.	TACASA	41.4	43.0	41.2	43.1	46.5	49.8
2) CASINO	B.A.T.	TNSA	17.4	16.1	17.9	17.0	17.0	19.6
3) BELMONT	B.A.T.	TNSA	18.9	20.3	20.4	15.6	11.8	12.4
4) MONTANA	B.A.T.	TNSA	--	--	--	--	9.9	7.3
5) MARLBORO	P.M.I.	TACASA	2.8	3.2	3.6	3.4	3.9	5.1
6) PAYASOS	B.A.T.	TNSA	2.4	2.1	2.1	2.1	2.1	1.8
7) IMPERIAL	B.A.T.	TNSA	--	--	1.2	7.9	3.2	1.6
8) DIPLOMAT	P.M.I.	TACASA	1.4	1.8	1.9	1.5	1.4	1.2
9) RECORD	B.A.T.	TNSA	4.2	3.5	3.1	2.3	1.0	0.4
10) VICEROY	B.A.T.	TNSA	0.5	0.5	0.5	0.3	0.3	0.2
11) HILTON	B.A.T.	TNSA	5.0	3.9	3.3	2.1	1.0	--
12) DERBY	P.M.I.	TACASA	--	3.1	2.7	2.0	1.0	--
13) PLAZA	B.A.T.	TNSA	1.6	1.4	1.1	0.6	0.3	--
14) ALAS	B.A.T.	TNSA	0.3	0.2	0.2	--	--	--
OTHERS	B.A.T.		4.1	0.9	0.8	2.1	0.6	0.6

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	88.0	86.7	84.9	87.0	86.4	86.1
FILTER MENTHOL	9.6	11.2	13.0	10.9	11.5	13.3
NON-FILTER	2.4	2.1	2.1	2.1	2.1	0.6

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(GUATEMALA)	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
HIGH	3.3	3.8	4.1	3.7	4.2	5.4
MED-HIGH	23.2	24.3	24.4	18.1	13.8	13.8
MEDIUM	57.7	58.6	59.9	67.9	72.8	73.1
MED-LOW	13.4	11.2	9.5	8.2	7.1	5.8
LOW	2.4	2.1	2.1	2.1	2.1	1.9
TAR & NICOTINE SEGMENTATION %						
LOW	2.5	2.8	3.2	2.6	3.3	3.0
HIGH/FULL FLAVOR	97.5	97.2	96.8	97.4	96.7	97.0
TOBACCO TYPE SEGMENTATION %						
BLACK	2.4	2.1	2.1	2.1	2.1	1.8
BLOND	97.6	97.9	97.9	97.9	97.9	98.2
LENGTH SEGMENTATION %						
70 MM AND SHORTER	16.0	13.5	11.7	10.4	9.3	7.5
80 MM to 85 MM	74.9	77.8	80.4	84.0	87.3	90.5
90 MM TO 99 MM	7.7	6.9	6.0	4.1	2.1	0.6
OVER 100 MM	1.4	1.8	1.9	1.5	1.3	1.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	95.1	82.1	71.4
10 CIGTS/PACK	--	--	--	4.9	17.9	28.6
PACK TYPE SEGMENTATION %						
SOFT PACK	96.3	94.5	94.7	95.4	95.2	94.0
FLIP TOP BOX	3.7	5.5	5.3	4.6	4.8	6.0

2045359025

(GUATEMALA)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2045359026

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MEXICO

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	50.6	46.4	51.3	52.5	51.6	52.4
POPULATION TOTAL (MILLIONS)	81.9	83.3	84.6	81.2	82.1	83.2
PER CAPITA CONSUMPTION	618	557	606	646	629	631
SMOKER INCIDENCE						
% OF TOTAL POPULATION	38.0	36.9	35.6	36.2	32.9	32.8
% OF FEMALE POPULATION	11.0	11.0	11.0	11.0	10.0	9.0
% OF MALE POPULATION	31.0	31.0	29.0	30.0	28.0	26.0
COMPANY SHARES %						
1) MODERNA	60.1	59.6	59.1	58.0	57.2	55.8
2) CIGATAM	39.9	40.4	40.9	42.0	42.8	44.2

2045359027

(MEXICO)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	PM	CIGATAM	14.7	16.0	20.5	24.7	26.6	27.1
2) RALEIGH	MODERNA	MODERNA	21.4	21.1	23.0	24.7	23.8	22.3
3) MONTANA	MODERNA	MODERNA	5.7	8.0	8.9	8.5	8.9	10.4
4) FIESTA	MODERNA	MODERNA	15.4	13.6	12.8	11.7	11.2	10.2
5) DELICADOS	CIGATAM	CIGATAM	10.1	9.9	8.4	7.2	7.3	8.3
6) ALAS	MODERNA	MODERNA	7.6	7.4	6.1	5.4	5.4	5.7
7) FAROS	CIGATAM	CIGATAM	5.4	5.7	4.4	3.8	3.7	4.3
8) VICEROY	MODERNA	MODERNA	2.0	1.9	1.8	1.9	2.4	2.3
9) BENSON&HEDGES	PM	CIGATAM	1.1	1.4	2.0	2.2	2.1	2.0
10) BARONET	CIGATAM	CIGATAM	4.5	3.1	2.9	2.4	1.8	1.4
11) GRATOS	MODERNA	MODERNA	-	0.9	1.0	0.9	0.9	0.9
12) SALEM	RJR	MODERNA	0.4	0.5	0.6	0.8	0.9	0.8
13) DEL PRADO	MODERNA	MODERNA	1.7	1.6	1.2	0.9	0.9	0.8
14) DALTON	CIGATAM	CIGATAM	1.7	2.8	1.5	0.8	0.6	0.7
15) ARGENTINOS	MODERNA	MODERNA	1.0	0.9	0.7	0.6	0.5	0.5
16) BOHEMIOS	MODERNA	MODERNA	1.2	0.9	0.4	0.3	0.2	0.2
17) KENT	MODERNA	MODERNA	-	0.9	0.9	1.0	0.7	0.0
18) OTHERS			5.2	3.4	2.9	2.2	2.1	2.1

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	70.0	71.4	75.0	77.9	79.3	77.5
FILTER MENTHOL	1.1	1.3	1.6	1.9	2.0	1.9
NON-FILTER	28.0	26.2	22.3	19.1	17.6	19.5
NON-FILTER MENTHOL	0.9	1.1	1.1	1.1	1.1	1.1

PRICE SEGMENTATION %

HIGH	42.3	42.8	49.9	56.1	57.5	55.6
MEDIUM	29.8	29.9	27.8	24.9	23.8	23.8
LOW	27.9	27.3	22.3	19.0	18.7	20.6

2045359028

(MEXICO)	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
LOW (9.0 - 12.0 MG)	3.2	3.4	4.0	5.0	6.0	7.5
MEDIUM (13.0 - 15.0 MG)	7.1	6.5	4.4	3.4	2.6	2.2
HIGH/FULL FLAVOR (15.0 - 20.0 MG)	89.7	90.1	91.6	91.6	91.4	90.3
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	41.0	42.3	49.9	55.9	57.5	55.4
MIXED	30.3	30.0	27.7	25.0	23.7	23.6
BLACK	28.7	27.7	22.4	19.1	18.9	21.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	30.8	29.5	29.7	30.5	29.0	27.3
71 MM TO 79 MM	18.8	19.5	15.8	13.3	13.6	15.7
80 MM to 85 MM	49.3	49.6	52.8	54.2	55.1	55.0
100 MM	1.1	1.4	1.7	2.0	2.3	2.0
PACK COUNT SEGMENTATION %						
11 TO 15 CIGTS/PACK	7.1	8.1	5.9	4.5	4.2	4.9
16 TO 19 CIGTS/PACK	14.6	14.3	11.2	9.6	9.6	10.7
20 CIGTS/PACK	78.3	77.6	82.9	85.9	86.2	84.4
PACK TYPE SEGMENTATION %						
FLIP TOP BOX	23.0	26.6	29.7	31.8	32.9	34.4
SOFT PACK	77.0	73.4	70.3	68.2	67.1	65.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

2045359029

LATIN AMERICA 38

(MEXICO)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

2045359030

LATIN AMERICA 39

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PANAMA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	809.7	671.4	618.4	775.2	746.1	704.2
POPULATION TOTAL (MILLIONS)	2,146	2,199	2,254	2,315	2,373	2,985
PER CAPITA CONSUMPTION	377	305	274	335	314	236

SMOKER INCIDENCE

% OF TOTAL POPULATION	N.A.	N.A.	N.A.	19.0	N.A.	17.6
% OF FEMALE POPULATION	N.A.	N.A.	N.A.	7.0	N.A.	5.3
% OF MALE POPULATION	N.A.	N.A.	N.A.	32.0	N.A.	30.3

COMPANY SHARES %

1) TISA (B.A.T.)	60.4	60.4	63.5	64.1	64.5	65.6
2) TABACAL (P.M.I.)	39.6	39.6	36.5	35.9	35.5	34.4

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) VICEROY	B.A.T.	TISA	33.8	32.9	32.7	31.8	31.3	28.4
2) MARLBORO	P.M.I.	TABACAL	21.6	21.4	19.3	20.1	19.1	18.8
3) KOOL	B.A.T.	TISA	13.1	13.0	13.7	14.6	15.2	14.6
4) LUCKY STRIKE	B.A.T.	TISA	1.8	3.0	5.0	7.2	8.6	13.2
5) MENTOLADOS	TABACAL	TABACAL	8.1	8.5	8.4	7.5	7.3	6.2
6) L&M	P.M.I.	TABACAL	-	-	-	0.7	3.7	6.1
7) RECORD	B.A.T.	TISA	3.9	4.2	4.7	3.9	4.0	4.2
8) IMPERIAL	B.A.T.	TISA	3.0	3.1	3.3	3.0	3.0	3.3
9) BELMONT	B.A.T.	TISA	4.0	3.7	3.6	2.6	2.2	1.5
10) MERIT	P.M.I.	TABACAL	1.9	2.0	1.8	1.6	1.4	1.3
11) WEST	REEMTSMA	TABACAL	3.7	3.6	3.5	3.1	1.9	1.2
12) MONTEREY	TABACAL	TABACAL	1.6	1.5	1.3	1.1	0.7	0.6
13) NACIONAL	TABACAL	TABACAL	0.8	0.8	0.6	0.6	0.4	0.2
14) PARLIAMENT	P.M.I.	TABACAL	0.6	0.6	0.5	0.4	0.4	0.2
OTHERS			3.9	4.7	6.6	1.8	0.8	0.2

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(PANAMA)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	75.4	74.8	74.1	74.8	74.5	73.8
FILTER MENTHOL	24.6	25.2	25.9	25.2	25.5	26.2
PRICE SEGMENTATION %						
PREMIUM	0.2	0.2	0.2	0.2	0.2	0.2
HIGH	71.6	70.3	68.4	68.7	67.6	62.9
MEDIUM	13.0	13.0	12.7	10.7	9.9	8.1
LOW	15.2	16.5	18.7	20.4	22.3	28.8
TAR & NICOTINE SEGMENTATION %						
LOW (8.0-11.5MG)	3.6	4.2	4.3	4.4	4.9	5.7
HIGH/FULL FLAVOR (15.0-17.0 MG)	96.4	95.8	95.7	95.6	95.1	94.3
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
80 mm to 85 mm	99.8	99.8	99.8	99.8	99.8	99.8
100 MM	0.2	0.2	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	55.4	57.8	59.7	58.7	59.9	63.6
20 CIGTS/PACK	44.6	42.2	40.3	41.3	40.1	36.4
PACK TYPE SEGMENTATION %						
SOFT PACK	86.7	87.0	87.3	83.4	75.9	64.2
FLIP TOP BOX	13.3	13.0	12.7	16.1	24.1	35.8

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LATIN AMERICA 41

(PANAMA)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2045359033

LATIN AMERICA 42

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PUERTO RICO

	1987	1988	1989	1990	1991	1992		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,301	3,188	3,082.6	2,924	3,010.4	2,984.0		
LOCAL MANUFACTURE	2,724	2,538	2,379	2,114	2,103	2,115		
IMPORTED FROM USA	577	608	600	706	804	737		
IMPORTED FROM GUATEMALA	--	42	104	104	104	79		
IMPORTED FROM PANAMA	--	--	--	--	--	53		
POPULATION TOTAL (MILLIONS)	3.3	3.3	3.3	3.3	3.5	3.5		
PER CAPITA CONSUMPTION	1,000	966	934	885	860	853		
SMOKER INCIDENCE								
% OF TOTAL POPULATION	22.1	22.1	N/A	42.5	41.6	20.5		
% OF FEMALE POPULATION	12.0	12.0	N/A	39.8	38.8	38.1		
% OF MALE POPULATION	31.0	31.0	N/A	45.5	44.6	61.9		
COMPANY SHARES %								
1) R.J. REYNOLDS	74.1	79.6	77.2	72.3	69.8	70.9		
2) PHILIP MORRIS	12.2	13.1	12.6	16.3	18.8	18.4		
OTHERS	13.7	7.3	10.2	11.4	11.4	10.7		
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) WINSTON	R.J. REYNOLDS	R.J. REYNOLDS	62.6	70.4	68.6	63.4	61.5	62.3
2) MARLBORO	PHILIP MORRIS	PHILIP MORRIS	5.3	6.0	5.8	8.1	9.9	8.6
3) SALEM	R.J. REYNOLDS	R.J. REYNOLDS	9.6	8.5	8.0	8.0	7.9	8.0
4) MERIT	PHILIP MORRIS	PHILIP MORRIS	5.0	5.1	4.9	5.9	5.9	4.9
OTHERS			17.5	10.0	12.7	14.6	14.8	16.2

2045359034

(PUERTO RICO)

	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	85.0	85.4	84.6	83.3	83.6	82.8
FILTER MENTHOL	14.0	14.4	15.2	16.5	16.3	17.1
NON-FILTER	1.0	0.2	0.2	0.2	0.1	0.1
TAR & NICOTINE SEGMENTATION %						
LOW	13.0	6.4	6.4	8.0	9.0	9.9
FULL FLAVOR	87.0	93.6	93.6	92.0	91.0	90.1
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.0	1.0	1.0	0.2	0.1	0.1
80 MM to 85 MM	97.0	97.0	97.0	97.2	97.0	97.0
100 MM	2.0	2.0	2.0	2.6	2.9	2.9
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	14.4	14.2	14.2	14.0	16.1	14.4
14 CIGTS/PACK	0.7	0.9	1.2	4.9	9.0	9.0
20 CIGTS/PACK	84.3	84.2	84.6	81.1	74.9	76.6
PACK TYPE SEGMENTATION %						
SOFT PACK	23.0	7.0	7.0	7.0	7.0	7.0
FLIP TOP BOX	77.0	93.0	93.0	93.0	93.0	93.0

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LATIN AMERICA 44

(PUERTO RICO)

1987

1988

1989

1990

1991

1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2045359036

LATIN AMERICA 45

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: URUGUAY

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,136.9	3,201.8	3,308.3	3,145.1	3,255.5	3,486.4
POPULATION TOTAL (MILLIONS)	3.00	3.00	3.00	3.00	3.00	3.00
PER CAPITA CONSUMPTION	1,045	1,067	1,103	1,048	1,085	1,162
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.0	34.0	34.0	37.0	35.0	32.0
% OF FEMALE POPULATION	49.0	49.0	49.0	14.0	45.0	44.0
% OF MALE POPULATION	51.0	51.0	51.0	23.0	54.0	56.0
COMPANY SHARES %						
1) MAILHOS GROUP	77.3	77.3	77.3	76.1	74.8	74.5
2) A.H.S.A. - PHILIP MORRIS	22.7	22.7	22.7	23.9	25.2	25.5

2045359037

(URUGUAY)

1987

1988

1989

1990

1991

1992

BRAND SHARES %

BRAND NAME	MANUFACTURER						
1) NEVADA	MAILHOS	37.7	39.0	39.6	39.0	37.4	39.1
2) CORONADO	MAILHOS	17.3	17.8	17.9	17.2	16.2	15.9
3) CASINO 80	AHSA	13.1	13.0	12.8	13.0	13.4	13.0
4) FIESTA LIGHTS	AHSA	1.7	2.5	3.7	5.0	6.6	7.2
5) J&M LIGHTS	MAILHOS	4.2	4.4	4.6	5.0	5.6	5.8
6) NEVADA LIGHTS BOX	MAILHOS	--	--	--	--	1.0	2.5
7) MARLBORO	AHSA	1.9	1.7	1.7	1.9	2.1	2.3
8) CORONADO UL. LIGHTS	MAILHOS	3.0	3.0	2.9	2.4	2.2	2.1
9) CORONADO LIGHTS	MAILHOS	0.2	0.1	0.5	1.9	2.0	1.5
10) J&M	MAILHOS	3.4	2.6	2.1	1.9	1.8	1.5
11) LA PAZ EXTRA	MAILHOS	3.0	2.5	2.3	2.0	1.7	1.5
12) GALAXY	AHSA	3.4	2.7	2.3	2.0	1.4	1.1
13) RICHMOND	MAILHOS	1.2	1.2	1.1	1.1	1.0	1.0
14) LA PAZ C/F	MAILHOS	1.5	1.3	1.2	1.0	0.9	0.8
15) RICHMOND LIGHTS	MAILHOS	0.8	0.8	0.8	0.6	0.7	0.8
16) MARLBORO LIGHTS	AHSA	--	--	--	--	--	0.4
OTHERS		5.9	6.0	5.1	7.3	6.0	3.5

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	95.5	96.2	96.6	96.9	97.3	97.7
FILTER MENTHOL	0.1	0.1	--	0.1	0.1	--
NON-FILTER	4.4	3.9	3.4	3.0	2.6	2.3

PRICE SEGMENTATION %

PREMIUM	2.0	1.9	1.9	2.0	1.9	2.3
HIGH	68.1	69.2	70.6	71.0	71.2	72.5
MEDIUM	23.4	22.1	21.3	21.3	21.9	21.0
LOW	6.5	6.8	6.2	5.7	5.0	4.2

TAR & NICOTINE SEGMENTATION %

ULTRA LOW (0 TO 6 MG)	2.0	0.1	--	--	--	--
LOW (6 MG TO 9 MG)	5.2	5.3	5.2	4.4	3.6	2.3
MEDIUM (10 MG TO 15 MG)	7.9	8.6	44.1	48.6	31.4	33.8
HIGH/FULL FLAVOR (15 MG ABOVE)	84.9	86.0	50.7	47.0	65.0	63.9

2045359038

LATIN AMERICA 47

(URUGUAY)	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	93.5	94.6	95.1	95.7	96.4	96.9
BLACK	6.5	5.4	4.9	4.3	3.6	3.1
LENGTH SEGMENTATION %						
70 MM AND SHORTER	5.2	4.4	4.0	3.4	2.9	2.6
80 MM to 85 MM	93.2	94.3	94.8	95.6	96.4	96.8
100 MM	1.6	1.3	1.2	1.0	0.7	0.6
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	5.8	5.6	5.4	5.4	5.4	5.3
16 TO 19 CIGTS/PACK	5.1	4.2	3.9	3.3	2.8	2.5
20 CIGTS/PACK	88.9	90.1	90.6	91.2	91.7	92.1
25 CIGTS/PACK (27 CIGTS/PACK)	0.2	0.1	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	97.6	96.7	95.0	91.9	88.4	80.4
FLIP TOP BOX	2.4	3.3	5.0	8.1	11.6	19.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

2045359039

(URUGUAY)	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	757.3	829.0	856.0	1,047.0	983.7	880.3

2045359040

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: VENEZUELA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	17,380	17,800	17,292	15,862	12,656	13,367
POPULATION TOTAL (MILLIONS)	18.3	18.7	19.2	19.7	18.1	19.0
PER CAPITA CONSUMPTION	951	949	898	804	699	703
SMOKER INCIDENCE						
% OF TOTAL POPULATION	20.0	20.0	19.0	30.0	25.0	23.0
% OF FEMALE POPULATION	43.0	43.0	43.0	34.0	23.0	18.0
% OF MALE POPULATION	57.0	57.0	57.0	27.0	26.0	27.0
COMPANY SHARES %						
1) BIGOTT (B.A.T.)	76.5	76.5	73.0	75.7	76.9	71.6
2) CATANA	23.5	23.5	27.0	24.3	23.1	28.4

2045359041

(VENEZUELA)

1987

1988

1989

1990

1991

1992

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) BELMONT	BIGOTT	BIGOTT	42.8	47.2	45.7	40.5	40.6	39.0
2) CONSUL	B.A.T.	BIGOTT	33.1	31.8	22.9	34.3	35.6	32.0
3) ASTOR	CATANA	CATANA	12.1	11.3	13.5	9.4	13.5	17.6
4) MARLBORO	P. MORRIS	CATANA	1.6	2.0	2.5	3.7	3.6	6.0
5) FORTUNA	CATANA	CATANA	--	--	10.7	11.0	6.0	4.4
6) VICEROY	B.A.T.	BIGOTT	0.5	0.5	0.5	0.5	0.3	0.2
7) YORK	CATANA	CATANA	2.0	1.2	1.5	--	--	--
8) LIDER	P. MORRIS	CATANA	2.2	1.3	1.1	--	--	--
9) OTHERS			5.7	4.7	1.6	0.6	0.4	0.8

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	99.9	99.9	99.9	99.9	99.9	99.9
FILTER MENTHOL	0.1	0.1	0.1	0.1	0.1	0.1

PRICE SEGMENTATION %

PREMIUM	1.4	1.5	3.2	1.5	4.3	6.6
HIGH	59.0	54.1	59.3	43.2	40.7	39.4
MEDIUM	39.6	39.2	26.9	--	--	--
LOW	---	5.2	10.6	55.3	55.0	54.0

2045359042

(VENEZUELA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	95.7	95.9	95.1	95.9	94.8	92.2
80 MM to 85 MM	3.9	3.6	4.4	3.5	4.6	7.2
100 MM	0.4	0.5	0.5	0.6	0.6	0.6
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	96.9	95.9	94.3	89.3	85.1	82.8
10 CIGTS/PACK	2.9	3.9	5.6	10.7	14.9	17.2
14 CIGTS/PACK	0.2	0.2	0.1	--	--	--
PACK TYPE SEGMENTATION %						
SOFT PACK	96.9	96.8	96.0	96.6	95.4	92.9
FLIP TOP BOX	3.1	3.2	4.0	3.4	4.6	7.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS:	1) YES					
	2) BANNED					
	3) RESTRICTED					
A) TELEVISION	2	2	3/2	3/2	2	2
B) RADIO	2	2	3/2	3/2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1/2	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
TAR & NICOTINE SEGMENTATION %						
LOW (10.0 MG AND BELOW;						
Nicotine: 0.70 MG AND BELOW)	0.1	0.1	0.1	0.1	0.1	0.1
MEDIUM (10.0 MG AND BELOW;						
Nicotine: 0.70 MG AND BELOW)	7.1	--	--	--	--	--
HIGH/FULL FLAVOR (10.0 MG AND ABOVE;						
Nicotine: 0.70 MG AND ABOVE)	92.8	99.9	99.9	99.9	99.9	99.9

2045359043

(VENEZUELA)	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	95.7	95.9	95.1	95.9	94.8	92.2
80 MM to 85 MM	3.9	3.6	4.4	3.5	4.6	7.2
100 MM	0.4	0.5	0.5	0.6	0.6	0.6
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	96.9	95.9	94.3	89.3	85.1	82.8
10 CIGTS/PACK	2.9	3.9	5.6	10.7	14.9	17.2
14 CIGTS/PACK	0.2	0.2	0.1	--	--	--
PACK TYPE SEGMENTATION %						
SOFT PACK	96.9	96.8	96.0	96.6	95.4	92.9
FLIP TOP BOX	3.1	3.2	4.0	3.4	4.6	7.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	3/2	3/2	2	2
B) RADIO	2	2	3/2	3/2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1/2	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
TAR & NICOTINE SEGMENTATION %						
LOW (10.0 MG AND BELOW;						
Nicotine: 0.70 MG AND BELOW)	0.1	0.1	0.1	0.1	0.1	0.1
MEDIUM (10.0 MG AND BELOW;						
Nicotine: 0.70 MG AND BELOW)	7.1	--	--	--	--	--
HIGH/FULL FLAVOR (10.0 MG AND ABOVE;						
Nicotine: 0.70 MG AND ABOVE)	92.8	99.9	99.9	99.9	99.9	99.9

2045359044

CANADA

2045359045

2045359046

VI. CANADA

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANADA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	52,419	50,915	47,430	45,710	38,907	34,860
POPULATION TOTAL (MILLIONS)	25.9	26.1	26.2	26.4	26.8	27.3
PER CAPITA CONSUMPTION	2,027	1,951	1,808	1,727	1,453	1,279
COMPANY SHARES %						
1) IMPERIAL	54.6	56.3	58.0	60.3	62.1	66.6
2) ROTHMANS, BENSON & HEDGES*	28.8	27.0	25.1	23.3	22.4	20.8
3) MACDONALD	16.6	16.7	16.9	16.4	15.5	12.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) PLAYERS	B.A.T.	IMPERIAL	23.5	24.9	25.5	26.2	27.4	30.2
2) DU MAURIER	B.A.T.	IMPERIAL	19.7	20.3	21.6	23.6	24.7	26.4
3) EXPORT	R.J. REYNOLDS	MACDONALD	12.9	14.1	14.7	14.6	13.8	11.2
4) MATINEE	B.A.T.	IMPERIAL	5.6	5.8	6.1	6.0	5.8	6.0
5) CRAVEN	ROTHMANS	R.B.H.	7.5	6.9	6.4	6.0	5.8	5.5
6) ROTHMANS	ROTHMANS	R.B.H.	7.0	6.8	6.3	5.9	5.7	5.2
7) BENSON & HEDGES	PHILIP MORRIS	R.B.H.	4.1	3.8	3.6	3.4	3.5	3.5
8) BELVEDERE	PHILIP MORRIS	R.B.H.	2.6	2.6	2.4	2.3	2.0	1.8
9) NUMBER 7	ROTHMANS	R.B.H.	2.8	2.2	1.9	1.8	1.7	1.7
10) CAMEO	B.A.T.	IMPERIAL	1.7	1.7	1.6	1.6	1.6	1.6
11) VISCOUNT	PHILIP MORRIS	R.B.H.	1.4	1.3	1.3	1.2	1.2	1.2
12) PETER JACKSON	B.A.T.	IMPERIAL	2.1	1.8	1.5	1.3	1.1	1.1
13) MARK TEN	PHILIP MORRIS	R.B.H.	1.9	1.8	1.7	1.5	1.2	0.9
14) VANTAGE	R.J. REYNOLDS	MACDONALD	1.0	1.1	1.1	0.9	0.9	0.7
15) MACDONALD	R.J. REYNOLDS	MACDONALD	2.6	1.4	1.1	0.9	0.8	0.6

*NOTE - ROTHMANS AND BENSON & HEDGES WERE MERGED IN 1987

2045359047

CANADA 1

(CANADA)

1987

1988

1989

1990

1991

1992

LENGTH SEGMENTATION %

REGULAR SIZE

50.3

51.2

51.7

51.4

50.1

47.4

KING SIZE

44.6

43.6

42.9

43.2

44.0

46.1

100 MM

5.1

5.2

5.4

5.4

5.9

6.5

MARKET SEGMENTATION %

FILTER

98.4

98.6

98.7

98.8

98.9

99.0

PLAIN

1.6

1.4

1.3

1.2

1.1

1.0

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN

0.5

0.7

0.5

0.3

0.3

0.2

VIRGINIA

99.5

99.3

99.5

99.7

99.7

99.8

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION

2

2

2

2

2

2

B) RADIO

2

2

2

2

2

2

C) NEWSPAPERS

1

1

1

1

2

2

D) MAGAZINES

1

1

1

1

2

2

E) COUPONS

3

3

3

3

2

2

F) POINT OF SALE

1

1

1

1

2

2

G) BILLBOARDS

3

3

3

3

2

2

H) CINEMA

1

1

1

1

2

2

I) SAMPLING (12 MONTHS ON NEW INTRODUCTION)

2045359048

CANADA 2

(CANADA)

1987

1988

1989

1990

1991

1992

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	YES	YES	YES	YES	YES	YES
	C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:							
	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES	YES
TAR BANDS PRINTED ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

*CIGARS (MILLIONS)	261.0	239.0	231.0	190.2	337.7	N.A.
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*(LOCAL PRODUCTION. DOES NOT INCLUDE
IMPORTS WHICH REPRESENT A SUBSTANTIAL
PART OF THE MARKET).

2045359049

USA

2045359050

VII. U.S.A MARKET

2045359051

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: U.S.A.

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE SHIPMENTS (MILLIONS)	570,034	557,803	523,587	521,811	509,217	507,030
POPULATION TOTAL (MILLIONS)	243.1	246.0	248.3	250.4	252.5	254.5
PER CAPITA CONSUMPTION	2,345	2,267	2,109	2,084	2,017	1,992
SMOKER INCIDENCE						
% OF TOTAL POPULATION	30.3	29.0	28.8	29.1	27.7	26.8
% OF FEMALE POPULATION	28.4	27.0	26.9	27.3	26.0	25.2
% OF MALE POPULATION	32.5	31.1	30.8	31.1	29.7	28.6
COMPANY SHARES %						
1) PHILIP MORRIS	37.8	39.3	41.9	42.3	43.3	42.3
2) R.J. REYNOLDS	32.5	31.8	28.5	29.6	27.8	28.8
3) BROWN & WILLIAMSON	11.0	10.9	11.4	10.3	11.1	11.9
4) LORILLARD	8.2	8.2	7.9	7.6	7.3	7.2
5) AMERICAN BRANDS	6.9	7.0	7.0	6.8	7.0	6.8
6) LIGGETT	3.5	2.8	3.3	3.4	3.4	3.0

SOURCES: M.S.A. U.S. TOTAL SHARE REPORTS, ROPER, CENSUS BUREAU

2045359052

USA 1

(U.S.A.)

		1987	1988	1989	1990	1991	1992
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	23.6	24.9	26.4	26.0	25.8	24.4
2) WINSTON	R.J. REYNOLDS	11.1	10.8	9.0	8.8	7.5	6.8
3) SALEM	R.J. REYNOLDS	7.7	7.3	6.2	6.2	5.5	4.9
4) NEWPORT	LORILLARD	4.2	4.4	4.7	4.6	4.7	4.8
5) DORAL	R.J. REYNOLDS	3.0	3.4	3.6	4.3	4.6	4.4
6) KOOL	BROWN & WILLIAMSON	6.0	6.0	6.0	4.9	4.6	4.3
7) GPC BLACK & WHITE	BROWN & WILLIAMSON	1.6	1.4	1.1	1.3	2.1	4.2
8) CAMEL	R.J. REYNOLDS	4.2	4.3	3.9	4.4	4.0	4.1
9) BENSON & HEDGES	PHILIP MORRIS	4.2	3.9	3.9	3.6	3.2	3.0
10) MERIT	PHILIP MORRIS	3.9	3.8	3.8	3.5	3.1	3.0
11) VIRGINIA SLIMS	PHILIP MORRIS	3.1	3.0	3.2	3.1	2.8	2.6
12) BEST VALUE-BLACK & WHITE	AMERICAN	-	-	-	0.2	1.0	2.5
13) BASIC BLACK & WHITE	PHILIP MORRIS	-	-	-	0.1	0.9	2.3
14) CAMBRIDGE	PHILIP MORRIS	1.1	1.8	2.3	2.5	2.8	2.0
15) VANTAGE	R.J. REYNOLDS	3.1	3.0	2.5	2.4	2.0	1.7
16) OTHERS		19.9	18.8	20.4	21.5	23.5	25.0
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		67.2	67.8	68.5	69.7	70.4	70.6
FILTER MENTHOL		27.7	27.5	27.1	26.3	25.9	26.0
NON-FILTER		5.1	4.7	4.3	4.0	3.7	3.4
PRICE SEGMENTATION %							
HIGH		89.8	88.9	85.2	80.8	75.0	69.8
ECONOMY*		10.2	11.1	14.8	19.2	25.0	30.2

*Economy includes all Generic packings (B&W Generics, Liggett Generics, Cambridge, Falcon Lts., American Generics, Montclair, American Lights, Alpine, PM Generics, R.J.R. Generics, Doral, Pyramid, Bristol, Magna, Sterling, Misty, Bull Durham, Raleigh Extra, Viceroy, Bucks) and Value Packings (Century, Richland, Players 25's, Malibu, Heritage and Stride).

2045359053

USA 2

(USA)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0-6 MG)	10.6	11.2	11.5	12.0	12.5	12.6
MEDIUM (7 MG- 15 MG)	39.9	40.1	43.2	40.5	41.5	41.5
HIGH/FULL FLAVOR (16+ MG)	44.4	44.0	41.0	43.5	42.3	42.5
TOBACCO TYPE SEGMENTATION %						
BLEND: AMERICAN	100.0	100.0	100.0	100.0	100.0	100.0

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

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(U.S.A.)

	1987	1988	1989	1990	1991	1992
LENGTH SEGMENTATION %						
70 MM AND SHORTER	2.2	2.0	1.8	1.7	1.5	1.3
80 mm to 85 MM	57.2	57.2	57.1	56.8	56.5	56.1
100 MM	38.2	38.4	38.6	39.1	39.8	40.6
OVER 100 MM (120's)	2.4	2.4	2.5	2.3	2.2	2.0
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	97.6	98.2	98.6	98.8	99.1	99.3
25 CIGTS/PACK	2.4	1.8	1.4	1.2	0.9	0.7
PACK TYPE SEGMENTATION %						
SOFT PACK	80.4	78.5	76.8	76.4	74.7	73.5
FLIP TOP BOX	19.6	21.5	23.2	23.6	25.3	26.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	**1	**1	**1	**1	**1
H) CINEMA	1	1	1	***2	***2	***2
I) SAMPLING	*3	*3	*3	3	3	3
J) TRANSIT	-	-	-	-	+3	+3

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

*Banned in at least 4 markets.

**Banned in Portland, ME, Manchester, Burlington, Utah, Alaska.

***Not used based on internal policy decision.

+Banned in Boston and San Francisco

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(U.S.A.)

	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	*NO	*NO	*NO
B) CARTONS	NO	NO	NO	*NO	*NO	*NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	2,768.4	2,541	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO - DOMESTIC (THOUSAND LBS.)	13,756	12,506	N.A.	N.A.	N.A.	N.A.
LITTLE CIGARS	453.5	1,166	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND LBS.)	3,396	3,871	N.A.	N.A.	N.A.	N.A.
CHEWING TOBACCO (THOUSAND LBS.)	76,394	74,691	N.A.	N.A.	N.A.	N.A.
SNUFF (THOUSAND LBS.)	45,093	47,809	N.A.	N.A.	N.A.	N.A.
BIDI (MILLIONS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
KRETEK (MILLIONS)	44,922	41,283	N.A.	N.A.	N.A.	N.A.

SOURCE: TOBACCO MERCHANTS ASSOCIATION.

*BUT ARE USED FOR SOME BRANDS.

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